

1927 EDITION

Lake Erie North Shore Trail Ontario Canada



**Detroit ~ Windsor
to Niagara Falls**

*Canadian Link of Roosevelt Highway
A Trail Famous for a Century*

No Difficulty Entering Canada

TOURISTS contemplating a trip into Ontario will find no difficulty at the border with the Customs Authorities. For a period of one month a motorist, who is a resident of the United States, may bring his car into Canada FOR TOURING PURPOSES ONLY and return to the United States either through the same port by which he entered or by any other port without having to file any bond with or pay any duty to Canadian Customs Officials. All that is required is that he fill out at the Customs Office on the border on entering Canada a form in which particulars are given respecting his car. This form is made out in duplicate, a copy being retained by the Customs Officer and one by the motorist. The one retained by the motorist is surrendered to the Customs Office at the port of exit on leaving Canada.

There is no charge for this card if you **MAKE IT OUT YOURSELF.**

The motorist should carry with him the automobile registration card identifying his car, this must be displayed on demand of the Customs Officials.

A tourist wishing to stay in Canada for more than 30 days, an extension of 30 days may be secured upon application at the offices of the Ontario Motor League, or any of the branch offices of the League, and a further extension of 30 days may be secured in the same way, making it possible for the tourist to remain in Canada for 90 days without bond. Application for extensions must be made before the expiration of the 30 days given.

If the tourist intends to keep his car in Canada for longer than three months, it will be necessary for him to provide a bond. Under this bond he may keep his car in Canada and use it for touring purposes for a period up to six months in one year, but at the expiration of this period of time no extension or renewal is permitted. Customs Broker's Agents on the ferries will arrange bond for tourists at a small fee.

The following States have reciprocity for thirty days with Ontario in respect to motor vehicle licenses with the exceptions noted:

Alabama	Maine	Oklahoma
Arkansas	Maryland	Oregon
California	Massachusetts	Pennsylvania
Colorado	Michigan	Rhode Island
Connecticut	Minnesota	(10 days)
Delaware	Missouri	South Dakota
District of Columbia	Montana	Tennessee
Florida	Nebraska	Texas
Georgia	New Hampshire	Utah
Illinois	(20 days)	Vermont
Indiana	New Jersey	Virginia
Iowa	(15 days)	West Virginia
Kansas	New York	Wisconsin
Kentucky	North Carolina	Wyoming
Louisiana	North Dakota	Washington
	Ohio	

Any information regarding customs or licenses not given above and desired by the tourist may be obtained from the Customs Officials on the ferry or at the dock when landing in Canada, or at the Information Bureau of the Ontario Motor League, representatives of which are to be found in practically every town along the Lake Erie North Shore Trail.

Canada Welcomes Tourists

GOOD roads, healthful holiday diversions of every sort amidst delightful scenery, coupled with real hospitality on every hand, are doubtless the magnets that draw tourists from practically every state in the Union in increasing thousands year by year to Canada. Tourists numbering in the millions are expected in Canada during the present year.

Lake Erie North Shore Trail

Canada is striving to merit its increasing fame as the ideal summer playground of the continent. Most outstanding of all factors in Ontario's popularity with tourists is its wonderful network of improved highways, on which millions of dollars are annually being expended by Provincial and Dominion Governments.

The Lake Erie North Shore Trail representing 255 miles in its course from river to river, is an example of Ontario's effort to provide ideal highways for the tourist.

Camping facilities, hotel accommodation, service stations, cosy tea rooms and rest rooms are, of course, also available, and minister to the tourists' comfort along the route.

The designation of the Lake Erie North Shore Trail as the Canadian link of the famous Roosevelt Highway, extending across the continent from Portland, Oregon, to Portland, Maine, is a fine tribute to the natural beauty of this highway, as well as to the accommodation provided the tourist.

Things to Buy in Canada

American tourists are not acquainted with the fact that there are a great many articles of merchandise that they may purchase in Canada at a much lower price than at home. Neither are they generally acquainted with the fact that a great many articles imported from the British Empire are not even available in the United States. Visiting the stores along the Lake Erie North Shore Trail will reveal to the tourist many interesting things at attractive prices.

Among the various articles of merchandise above referred to are diamonds silverware, fine china, English cutlery, fine leather novelties, woollen steamer and auto rugs, fine woollen clothing, wool sweaters and sweatercoats, fine wool yarns, woollen blankets, domestic and imported woollen hose and underwear, Scotch tweeds, English serges, French silks, fine Irish linens, English, Italian and French gloves, English hats and caps, English books (classics), rare laces, English briar pipes, and smokers' goods, fine confectionery and jams.

The United States tourist is entitled to make certain purchases while in Canada and to take them home without paying duty. Below are quoted the two paragraphs from the United States Tariff that cover such items:

Paragraph 1695: Clothing actually owned by persons and in their possession at the time of their departure from a foreign country, FREE.

Paragraph 1695: Articles acquired abroad by residents of the United States for personal or household use, or as souvenirs or curios, but not bought on commission or intended for sale, up to, but not exceeding a total of \$100.00, shall be admitted FREE.

Lake Erie North Shore Trail

Lake Ports and Bathing Beaches



LAKE Erie North Shore Trail—(No. 3 Highway) offers the most inviting route for tourists from Detroit to Niagara Falls. There is nothing to compare with its scenic beauty and the alluring attractiveness of the summer parks and bathing beaches all along the beautiful north shore of Lake Erie. Kingsville, Gulch Park, Leamington, Rondeau Park, Port Talbot, Port Stanley, Port Bruce, Port Dover, Port Rowan, Port Colborne, and Crystal Beach are scattered all along this delightful highway, with all the tempting summer attractions that the tourists' hearts could desire.

Once you travel this route you will come again and bring your friends. When travel tired you will stop at one of these refreshing lake beaches, don your bathing regalia, join the beach throng, frolic in the tempting waters of Lake Erie and refreshed, continue on your way. You will never forget the real joy and pleasure of this entrancing trip, where beautiful surroundings and wholesome welcome will be found everywhere along Lake Erie's North Shore Trail.

This absorbing interesting trip carries one along the north shore of Lake Erie, at times running for miles immediately beside and overlooking the great inland sea, and at all times, from Niagara to Windsor, within easy access of the numerous and lively summer resorts nestling along the north shore of Lake Erie. Thus, from Niagara Falls to the famous watering place at Crystal Beach, Ontario; thence to Welland, where is the famous canal and its wondrous locks, opening their gates to lake shipping passing ocean-ward.

There is probably no more favored tract of country, from a scenic and climatic standpoint, in all America, than the country covered by this scenic southern route across the Ontario peninsula. Located in the same latitude as the south of France, it is a veritable Garden of Eden in fruits, flowers and beauty in the summer season. Between Niagara Falls and Windsor, along the scenic route, are grown all fruits of the temperate zone, and some of the semi-tropical, including peaches, grapes, apricots, berries of all kinds, cherries, etc., in profusion, while such crops as tobacco are extensively grown in several of the counties traversed, with a success equal to Kentucky and the Southern States.

St. Thomas, a city of 18,000 population, the principal centre on this scenic southern route between Niagara Falls and Windsor, being almost exactly midway between those points, is noted for its grand, natural scenery, and is so situated as to be a most desirable central point for sidetrips, surrounded, as it is, by modern paved highways. St. Thomas is only eight miles from Port Stanley, a live summer resort, which passenger boats from Cleveland make a port of call.

You have not seen the most picturesque part of the peninsula of Ontario until you have enjoyed the beauties of the Lake Erie North Shore Trail, which also affords every desirable facility and accommodation for motor tourists.

It most emphatically deserves the appellation

"The Playgrounds of North America"



LEFT—
An unusual
view of
Niagara Falls



RIGHT—
A pretty
stretch of
the Highway
No. 3 near
Dunnville



A day's catch of real bass at Port Rowan

WINDSOR TO ST. THOMAS

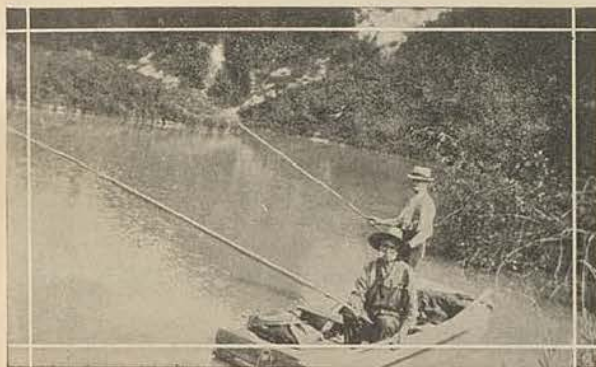
- 00.0 WINDSOR, from Essex County Auto Clubkeepahead(south) on Ferry St. turn right one block, left on Dougall Ave.
- { From Walkerville dock out Howard Ave. to JACKSON'S CORNERS then No. 3 Highway.
- 05.3 Curve right with pavement through JACKSON'S CORNERS.
- 06.7 Curve left at X-roads.
- 08.7 Cross R.R.
- 12.2 Cross R.R. and just beyond cross trolley.
- 12.6 MAIDSTONE, curve right.
- 16.5 Cross R.R. following trolley through Essex.
- 21.7 COTTAM, through.
- 22.6 Cross trolley.
- 22.8 Straight ahead. Follow No. 3 Highway through Ruthven to Leamington. OR
- { 22.8 Follow pavement (Jack Miners' Bird Sanctuary 3 miles.)
- 27.1 KINGSVILLE. Trough to Leamington.
- 32.10 LEAMINGTON, 1 mile to Seaciff, (5 miles to Pt. Pelee Gov. Park).
- 40.6 WHEATLEY through
- 44.6 Curve right on right hand road.
- 45.0 Curve left.
- 48.5 PORT CREWE, through.
- 53.6 PORT ALMA, through.
- 65.5 Keep left at fork.
- 66.4 Cross trolley.
- 66.5 CEDAR SPRINGS, through.
- 69.8 Cross R.R.
- 70.7 BLENHEIM, turn right at X-streets onto Chatham St. at signs.
- 72.6 Turn left on left hand road.
- 77.8 Straight through X-roads. (Right is to RONDEAU GOV'T. PARK, 4 miles.)
- 80.6 MORPETH, through.
- 85.7 PALMYRA, through.
- 99.4 EAGLE, through.
- 106.2 WALLACETOWN, through.
- 111.8 IONA, turn left at end of road.
- 112.0 Turn right on right hand road.
- 115.9 SHEDDEN, through.
- 116.5 Cross R.R. tracks.
- 122.4 Turn right at Talbotville.
- 123.4 Cross R.R.
- 125.1 Turn left at bottom of hill, just before R.R. trestle going up grade on Talbot St.
- 126.0 ST. THOMAS, Headquarters of the St. Thomas and Elgin Branch of the Ontario Motor League. Grand Central Hotel. Talbot Hotel. Empire Hotel. Park View Hotel.



One of the many tourist camps along the trail

ST. THOMAS TO NIAGARA FALLS

- 00.0 ST. THOMAS, from Motor League Headquarters go east on Talbot St., and cross R.R.
- 01.8 Turn right across second bridge over R.R. & beyond turn left onto pavement.
- 10.8 AYLMEER.
- 10.8 Follow No. 3 Highway, curve right.
- 16.9 Keep left at fork (right fork goes to Port Burwell).
- 24.8 Cross R. R.
- 25.2 Caution, going down-grade.
- 26.7 TILLSONBURG turn right on No. 3 Highway.
- 27.0 Cross bridge over river & keep straight ahead.
- 27.8 Cross R.R.
- 31.8 COURTLAND, straight through X-rds.
- 38.3 Cross bridge o'er river.
- 38.6 DELHI straight on No. 3 Highway.
- 39.2 Cross R. R.
- 40.6 Curve left, lefthand rd.
- 48.7 Curve left at fork.
- 48.9 Cross R. R.
- 49.7 SIMCOE turn left one block at X-sts. onto Colborne St.
- 49.9 Turn right for PORT DOVER.
- 59.5 Curve right, end of rd.
- 60.1 Cross R.R.
- 60.3 JARVIS. Straight through X-rds.
- 67.7 Curve left, lefthand rd.
- 69.4 Curve right through NELLES CORNERS with macadam.
- 74.3 Cross bridge o'er river.
- 74.4 CAYUGA, straight through.
- 78.9 Curve left across R.R. then right.
- 80.3 CANFIELD, cross r-r.
- 83.9 CANBORO, curve right with macadam.
- 85.9 Cross R. Rs.
- 88.8 Cross R.R.
- 89.7 Curve left.
- 90.5 Cross bridge over river onto Main St.
- 90.9 Turn left on left hand street onto Centre St.
- 91.2 Turn right at X-sts. onto Broad St.
- 91.8 DUNNVILLE, thro.
- 92.2 Cross R. Rs.
- 92.9 Cross R.R.
- 101.7 WINGER, through.
- 104.8 Curve left on left hand road with macadam. (Road straight ahead is to Fort Erie and Crystal Beach.)
- 105.5 Cross R.R.
- 106.2 Cross R. R.
- 107.0 Curve right at fork & join Welland river on left.
- 113.4 Cross R.R.
- 114.2 Cross R.R. cross bidge. and immediately turn left and just beyond turn right onto Main Street.
- 114.6 Cross bridge o'r canal.
- 114.8 WELLAND, A courthouse on left through on Main St.
- 115.2 Cross R.R.
- 117.0 Cross R.R.
- 124.1 Cross R.R. & beyond cross bridge o'r river.
- 124.6 Curve right at end of rd. just beyond curve left.
- 125.9 Curve right at X-rds.
- 126.2 Cross R.R. and cross bridge over canal.
- 126.6 Turn left at X-roads.
- 127.1 Turn right, r'ht h'd rd.
- 129.1 NIAGARA FALLS, Ont.



One of the many fine fishing streams near the highway

NIAGARA FALLS TO ST. THOMAS

- | | |
|--|--|
| 00.0 Turn left at Bridge.
Right Clifton House. | 50.2 Turn left, across R.R.
curve right. |
| 02.0 Turn left on left hand
road. | 54.7 CAYUGA. Follow
pavement. |
| 02.5 Turn right at X-rds. | 54.8 Cross bridge ov'r river |
| 02.9 Over canal over R.R.
crossing. | 59.7 NELLES CORNERS,
curve left. |
| 03.2 Curve left at X-rds. | 61.4 Curve right on right
hand road. |
| 04.5 Curve right then curve
left. | 68.8 JARVIS, follow pave-
ment. |
| 05.0 Cross bridge & beyond
cross R.R. | 69.0 Cross R.R. |
| 12.1 Cross R.R. | 69.6 Curve left. |
| 13.9 Cross R.R. | SIMCOE |
| 14.3 WELLAND, Main St.
(Courthouse on right. | 79.2 Cross trolley track
now on Townsend St. |
| 14.5 Cross bridge o'r canal,
Main St. Turn left then
right then cross b'dge. | 79.4 Turn left after passing
store on corner to
Colborne St. |
| 14.9 Cross R.R. | Turn right at X-sts. |
| 15.7 Cross R.R. | 80.2 Cross R.R. |
| 22.1 River on right, follow
curve left. | 80.4 Curve right at fork. |
| 22.9 Cross R.R. | 88.5 Curve right. |
| 23.6 Cross R.R. | 89.9 Cross R.R., turn left
into |
| 24.3 Curve right on right
hand road. | 90.5 DELHI. |
| 27.4 WINGER, through. | 90.5 Main St., Delhi. |
| 36.2 Cross R.R. | 90.8 Straight, then cross
bridge. |
| 36.9 Cross R.R. | 97.3 COURTLAND thro |
| 37.3 DUNNVILLE. | 101.3 Cross R.R. |
| 37.9 Turn left at X-st on
Broad st. to Centre st. | 102.4 TILLSONBURG, turn
left at X-streets. |
| 38.2 Turn right on right hd.
street to Main St. | Caution down hill past
Milk Factory. |
| 38.6 Cross Bridge. | 104.3 Cross R.R. |
| 39.4 Curve right. | 118.8 Keep to right. |
| 40.3 Cross R.R. | 119.3 AYLMEER. Follow
pavement into |
| 43.2 Cross R. Rs. | ST. THOMAS. |
| 45.2 Curve left with maca-
adam to CANBORO. | 129.1 Grand Central Hotel. |
| 48.8 Across R.R. through
CANFIELD. | Hotel Talbot.
Hotel Empire. |



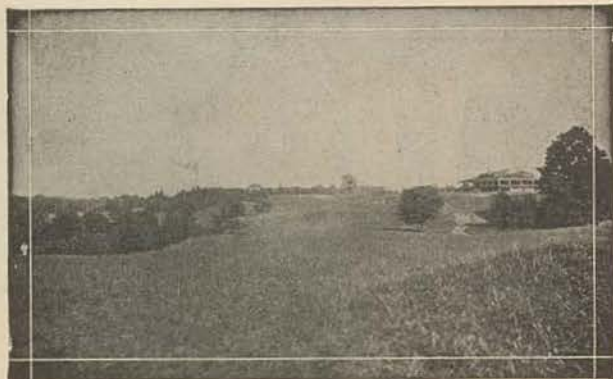
Beautiful camping site; Rondeau Park

ST. THOMAS TO WINDSOR

- | | |
|--|---|
| 00.0 ST. THOMAS. Head-
quarters of the St.
Thomas & Elgin
Branch of the ON-
TARIO MOTOR
LEAGUE. | 71.2 PORT ALMA, thro. |
| Talbot St. west to
bottom of hill. | 78.0 PORT CREWE, thro. |
| Turn right. | 80.9 Curve right. |
| 01.7 Cross R. R. | 81.3 Curve left on left
hand road. |
| 02.2 Turn left at Talbot-
ville. | 85.0 WHEATLEY, thro. |
| 09.2 SHEDDEN, through. | 92.6 LEAMINGTON,
(1 mile Seaciff Park,
5 miles to Pt. Pelee
Park.) |
| 13.1 Turn left, lefthand r'd | 7 miles to Kings-
ville and Jack
Miners'. |
| 13.2 Turn right at next
corner, IONA. | OR |
| 18.9 WALLACETOWN.
through. | (No. 3 Highway thro
Ruthven to Essex.) |
| 25.7 EAGLE, through. | 104.0 Cross trolley. |
| 39.4 PALMYRA, through. | 103.0 COTTAM, through. |
| 44.5 MORPETH, through. | 109.2 ESSEX. |
| 47.3 Straight through X-
roads. At left is RON-
REAU PARK, Gov-
ernment Park, 4 miles | Follow trolley cross r.r. |
| 52.5 Turn right on right
hand road. | 113.0 Curve left with pave-
ment into MAID-
STONE. |
| 54.4 BLENHEIM, turn
left at X-streets onto
Main St. | 113.4 Cross trolley then r.r. |
| 55.3 Cross R.R. | 116.9 Cross R. R. |
| 58.6 CEDAR SPRINGS,
through. (Eric Bathing
Beach. J. Downey's
Garage.) | 118.9 At X-rds. curve right |
| 58.7 Cross trolley. | 120.4 JACKSON'S COR-
NERS, curve left with
pavement to Dougall
Ave. Dougall Ave. to
Sandwich Street and
Ferry Dock, OR |
| 59.6 Keep right at fork. | Howard Ave., to Wal-
kerville Dock. |
| | 126.0 WINDSOR & Essex
County Auto Club, at
Ferry Dock, Ferry St. |



One of the many camping scenes on the shores of Lake Erie



A view on one of the splendid Golf Courses in St. Thomas

To Our U.S. Cousins---Welcome

TRAVEL the Lake Erie North Shore Trail when crossing Ontario, Canada's Premier Province, and you will travel through a New Land of Eden, a land of fair vistas and sunny skies, of rolling forest-clad hills and valleys where Nature is always in her most beneficent mood.

You enter at the East and skirt the majestic Niagara River. The full view of the mighty cataracts that have attracted tourists from the far corners of earth, bursts upon you, a glorious sight for the motorist. You see the immense plants where Ontario's supply of electrical energy is generated. Then on through smiling peach orchards, on into a beautiful agricultural region with glowing grain fields on each side and apple orchards snowy with bloom or bending their limbs beneath their bounteous burdens of ripening fruit.

Onward you go along this great scenic highway into the "New Virginia" of Ontario where thousands of acres of tobacco are under cultivation. You see Old World people, Belgians and Hollanders, quaintly dressed, clattering along the streets of tidy towns and villages in their sabots or toiling in the sugar beet fields.

Everywhere there is something new, something to remember, something to bring you back. Your camera is always busy along the Lake Erie North Shore Trail. Placid old Lake Erie, startlingly blue under the summer sun is just off to the south of you the greater part of the route.

There are dozens of side trips to the Lake, to fishing preserves abounding in trout and bass. A sports fisherman could spend a month in glorious recreation along the Trail. Little fishing villages, replicas of those along the New England coast, lure one off the beaten path. Summer resorts teeming with color and gaiety are inviting you. Jack Miner's famous bird sanctuary near Kingsville is near the trail, with a splendid gravel road leading to it. Rondeau and Erieanu, two lovely park reservations, just as nature made them.

The Trail is 230 miles long, from Windsor to Niagara Falls. Much of it is paved and the remainder is well-graded, well maintained gravel highway. The Lake Erie North

Shore Trail is the Highway of Health and Happiness.

We Canadians wish to convey to our good neighbors to the south the warmest assurance of welcome to our country, to the enjoyment of our splendid roads, our picturesque scenery, and delightful summer resorts. We will greet you like friends and brothers, will charge you only fair and reasonable prices, and sell you more gas to the gallon than you get at home, for our measure is the Imperial quart. So remember that and don't overfill your tank at Canadian service stations.

Speaking of service stations, you will find them located at frequent intervals all along the Lake Erie North Shore Trail, and one gets prompt service of gas, oil, water and free air. Canadians, too, are rapidly copying the enterprise of their American cousins in that refreshment booths conducted by farmers and others, are springing up along the highways, where fruit, flowers, refreshing drinks, milk, eggs, etc., are procurable at moderate prices.

The Ontario Motor League has had direction signs erected at all necessary points along the Trail, and the traveller will find little need for personal inquiry. There are good hotels, good restaurants and cafes, good tourist camping grounds, at close intervals all along the Lake Erie North Shore Trail. While there are few large cities, the towns and villages are not far apart, and everything a tourist may require is available quickly and conveniently. American tourists are not "spotted" in stores, etc., along the Lake Erie North Shore Trail, and "soaked" higher prices. They are indistinguishable from the average Canadian lady or gentleman, and are accorded the same welcome and fair courteous treatment as are our own people.

And when you have returned to your home across the far-flung frontier you will discard forever any preconceived ideas (if such you ever harbored) that Canada is a land of snow and ice inhabited by Indians, Esquimaux and a few French-speaking civilized people.

And then you will come again next year, and you'll be welcome.



A street scene—Leamington-on-the-Lake

Windsor

The Western Gateway to Canada and of The North Shore Trail

THE Border Cities (comprising Windsor, Walkerville, Ford City, Sandwich, Riverside), are the central gateways to Canada. More automobile traffic enters Canada over the Windsor and Walkerville ferries than at any other point on our international line. Sandwich and Windsor are important centres from an historical standpoint. The Jesuit missionaries landed in Sandwich in 1728, since which date Sandwich has had an important place in the history of Canada. The population of the communities comprising the Border Cities has doubled during the past six years. In this time some of the finest educational buildings in the province have been constructed. The platoon system was first introduced in Canada in the Prince Edward School in Windsor, which has since been copied by many other schools in Canada. The residences on the streets and boulevards of these communities present an agreeable variation of architecture and the tourist to this district finds much of interest in the great development which has taken place in so short a time and is evident on every side.

The Prince Edward Hotel in Windsor is one of the finest hotels in the country and is a great credit to the community. Provincial highways lead out from the Border Cities in three directions. The county of Essex, known as the sun-parlor of Canada, is the most southerly point in Canada, and abounds in one day interesting trips by motor. The agricultural industry of the county varies materially, from most other sections, early vegetables, onions, tobacco and corn, being the four principal crops. The tobacco industry is interesting to the tourist, especially those from points where tobacco is not grown. The office of the Essex County Automobile Club, Ferry Dock, Windsor, is willing and anxious to be of the greatest possible service to tourists in directing them to the most interesting points in the country as well as dispensing other tourist information.



Jack Miner's famous bird sanctuary—Kingsville

WALKERVILLE

IS one of the gateways of the Border Cities, with excellent Ferry accommodation. It is a very fine manufacturing centre of the largest plants, such as several Auto factories, Bridge Works, and other manufactories. The Automobile Club at the Ferry Dock is always at your service and will direct you to No. 3 Highway.

ESSEX

THE town of Essex, located exactly sixteen miles from the Windsor Ferry Dock, is the first town to be entered by the tourist travelling eastward on the Lake Erie North Shore Trail. It is so close to the Border Cities that it is rapidly assuming a suburban character, but is still distant enough to enjoy all the advantages of country residence. Transportation is provided by the M.C.R. main line, the W.E. and L.S. fast electric and bus lines and the Southern paved highway.

Essex is a modern and up-to-date community with fully equipped public and high schools and with six churches—Salvation Army. Two branch banks serve the public. The community interests are fostered by the Essex Board of



The Public Library—Essex



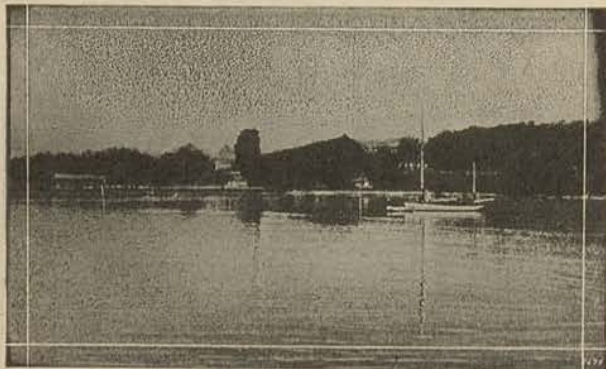
Wild ducks in the lake at Government Park, near Morpeth

Trade, of which Mr. C. M. Johnston is president.

Tourists are invited to make use of the town park, bowling greens and tennis courts, located on the highway in the centre of the town. The free tourist camp on the exhibition grounds is at the disposal of visitors at all times. Splendid hotel accommodation and restaurant service is available throughout the whole year, all these places of entertainment being situated on the highway in the centre of the town.

Essex is almost exactly in the centre of Essex County and has tributary to it a wonderful agricultural district of extremely fertile soil. Tobacco, corn, orchards, early vegetables and late vegetables for canning purposes are the principal field crops. Dairy farming is making great progress throughout this whole district, while poultry raising is an important farm activity. The local Essex County Branch of the Ontario Department of Agriculture is located in the town of Essex. Visitors are cordially invited to consult this office for information regarding any phase of agriculture in the county.

With an abundant supply of the purest water from artesian wells, a splendid water-works system, and a municipally owned hydro-electric service, Essex offers special inducements for business location. Several industries enjoy these advantages, including the large canning plant located on the highway.



Lake front, Kingsville—A pleasant place to camp



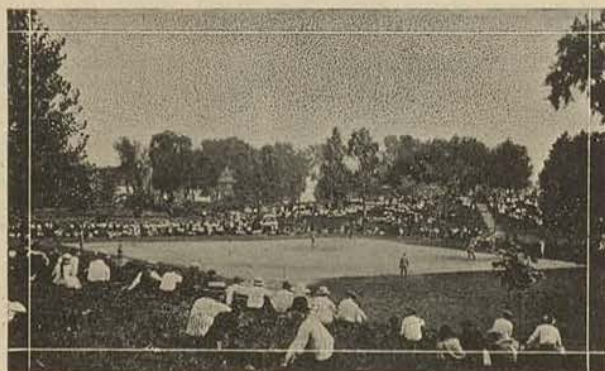
King's Hotel at Kingsville

But Essex is essentially a residential section—a town of homes. With all the advantages of the city, with Windsor and Detroit adjacent and with the happier, more wholesome and cheaper living conditions of the smaller centre, Essex exerts a continually increasing appeal for both the city business and working man, who prefers the freedom and fresh air of a small town to the congestion and dirt of a great city. And its location permits the resident of Essex to reach the business district of Detroit in less time than if he were residing in one of suburban areas of that great city.

Essex invites the long distant tourist to stop awhile, to rest and relax, and to get acquainted. It invites the visitor from across the border, and our own friends from adjacent Canadian towns, while on a day's automobile outing, to visit and relax and also to get acquainted. As the visitor enters the corporation limits, he reads, "Essex Welcomes You," and as he leaves, he reads, "Will ye no come back again?" This is the spirit of the citizens of the town of Essex. You will be made very welcome.

KINGSVILLE

KINGSVILLE, situated on Lake Erie, 28 miles from Windsor and Detroit, is the most southerly town in Canada on the Lake Erie North Shore Trail, and one of



Nature's Amphitheatre—Picnic grounds at Kingsville



Seacliff Park—Leamington-on-the-Lake

the most delightful for tourists to spend a holiday in Kingsville and the lake shore adjacent to it, is built up with summer homes that are occupied during the season by thousands of Canadians and Americans who are tired of the noise and dirt of the cities. The town has asphalt paved streets and avenues of beautiful maple trees, which make it one of the beauty spots of Canada.

Bathing beaches and Lakeside Park for picnics make a pleasant break in a dusty ride. Municipal bath house, refreshments, etc., are available.

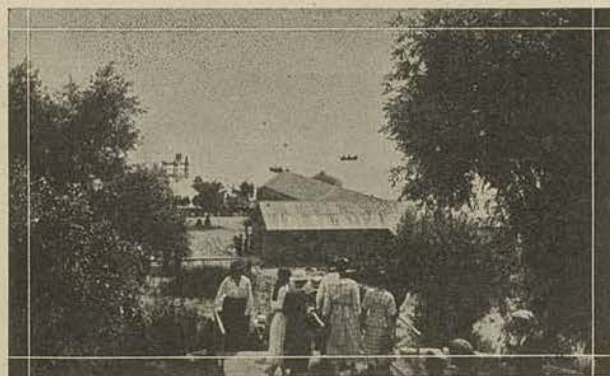
Golf and tennis may be enjoyed by those who wish at the Kingsville Golf and Country Club. Moderate fees by the day or week.

Jack Miner's Bird Sanctuary. Few have not heard of it and thousands visit it every year. A short distance off the highway leading to Kingsville.

Kingsville is the centre of the Canadian tobacco industry and has three large factories preparing millions of pounds annually of the choicest tobacco for the market and for export.

There is a fine harbour, commercial fishing, government fish hatchery, and boat works.

Kingsville is supplied with filtered water through the municipally owned water works, getting its supply from Lake Erie. Hydro electric power and natural gas are used throughout the town.



Overlooking Lake Erie from No. 3 Highway



Deer roaming at large in Government Park

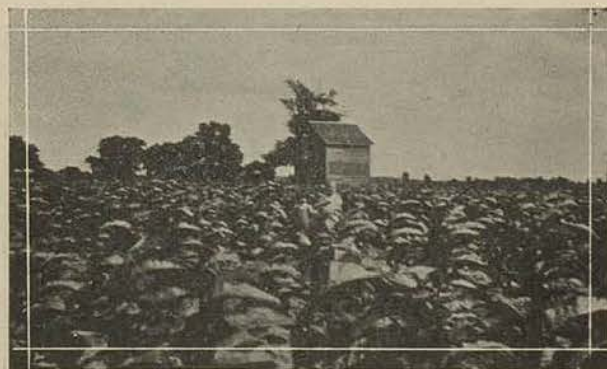
King's Hotel is open throughout the year and noted for its cuisine. Mettawas Inn, in its own park on the lake shore, is open from May to September. There are also good restaurants open at all times.

LEAMINGTON

TO tourists, Leamington offers superior advantages for the sojourn of a day, or longer. It is ideally situated on the shore of Lake Erie, about 35 miles south-east of Windsor, on the historic Talbot Road, which has been adopted by the Provincial Government as the southern and main route of the Provincial Highway, and popularly known as the Lake Erie North Shore Trail.

Leamington has 4,000 population, over 14 miles of paved streets, is beautifully lighted by hydro-electric, has a waterworks system supplying pure crystal water from artesian wells, with a splendid auxiliary supply from the lake for factories, has well-equipped high and public schools, Roman Catholic, Anglican, Presbyterian, Baptist and United Churches, and Salvation Army Citadel.

The town has two well-appointed hotels and up-to-date cafes, with well-stocked stores of every kind, many garages, and a championship golf course is under construction.



Showing the productivity of the soil around Blenheim—a tobacco field



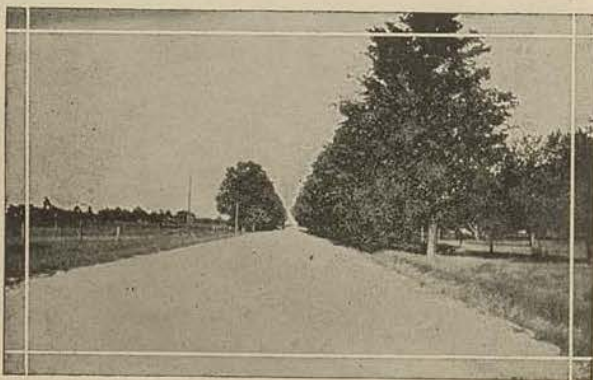
Jack Miner feeding some of his wild ducks on his farm

In Seacliff Park the town has a beautiful natural park overlooking the lake, with a pavilion for dancing and refreshments, a dining hall, and a good bath house on a wide, sandy beach. Leading from the centre of the town to the park is a well-paved boulevard, and near the park is a free parking space for cars.

Point Pelee National Park is only seven miles distant southeast of the town, and is reached by a good drive skirting the lake. This park remains in all its natural beauty, is well wooded with semi-tropicals, and situated as it is on a point that juts well out in the lake towards Pelee Island, it sits like a pearl with the shimmering waters of Lake Erie on either side. Fronting the park is an unsurpassed bathing beach of almost unlimited extent, with plenty of space for parking cars.

Leamington is the centre for early vegetable culture and has many hot houses. It is also the centre for the growth and Virginia leaf tobacco, for which this district is famous. The town is the Canadian headquarters for the factories of the H. J. Heinz Company's celebrated "57 varieties." The Imperial Tobacco Company and the Leamington Tobacco Sales Corporation have large factories in the town, where millions of pounds of tobacco are handled annually.

Point Pelee onion fields where hundreds of acres of



This is a sample of No. 3 Highway



An attractive spot near Wheatley

onion are grown annually in a reclaimed marsh form another interesting sight. The onion fields are about six miles south-east of the town, and are reached by a pleasant drive over good roads.

Altogether, tourists will find Leamington an ideal town to visit, and the citizens will give them a hearty welcome. It will be a delightful break in the journey to St. Thomas or Niagara Falls. Come and visit us, and if you like the town, stay with us.

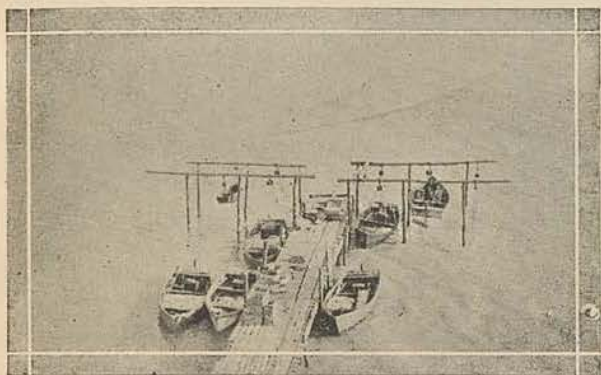
WHEATLEY

WHE Village of Wheatley, situated on the Southern Provincial Highway, 41 miles east of Windsor, is one of the beauty spots along the north shore of Lake Erie, and is rapidly developing into an ideal location for summer residence, as well as a delightful spot for week-end vacations. The village contains, beside numerous stores, two banks, public and high schools, three churches, four garages, a splendid hotel, a good restaurant and several lunch rooms. Just east of the village is an ideal tourist camping ground with courteous attendants, while to the south are the summer residence properties of Wheatley-on-the-Lake and Port Sunlight, both of which are being rapidly taken up and built upon. There is also a free camp site on the road to the Government pier at the lake. Hydro power is available and telephone service is convenient. Between Wheatley, and the Detroit Policemen's Club grounds eight miles east, is very desirable summer residence location all along the lake front. Boating, bathing and fishing on lake and wooded inlets are popular summer pastimes, along with tennis and bowling, while a golf course is expected to be opened up in the immediate future.

PORT CREWE

SITUATED midway of that very pleasant summer's drive along Lake Erie's shore between Wheatley and Blenheim you find this typical Lake Erie fishery.

Much of interest in this industry can be seen here any day and tourists are always welcome and can find ample camping space and housing accommodation.



Fishing at Port Crewe—One of the boats contains four tons of fish

CEDAR SPRINGS

Situated a few miles west of Blenheim is the picturesque village of Cedar Springs, the centre of a veritable Garden of Eden of fruit and vegetables. Enquire at Downey's Garage about the wonderful bathing beach at this point.

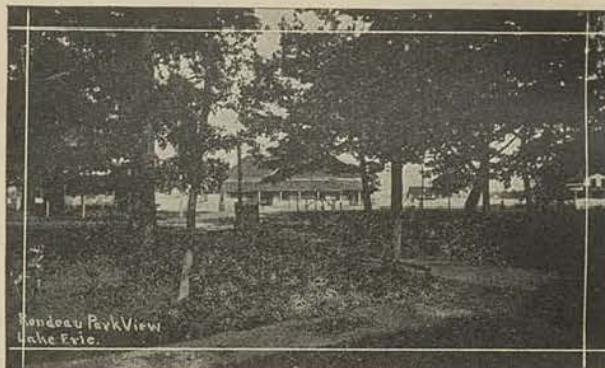
BLenheim

NO tourist can look over the map or make a trip through Southern Ontario without being attracted at once by the commanding location, both provincially and locally, in which the town of Blenheim is situated. It is almost equi-distance from Windsor and other points of entrance to Canada and exit therefrom on the Detroit River frontier and the larger inland cities of St. Thomas and London. The highways leading into Blenheim from either direction are always in good condition and on account of its location it forms an ideal stopping and resting place.

Locally Blenheim is situated on the summit of the gravel ridge of a glacier formation that is usually less than half a mile in width and along which the Talbot road runs for fifty miles, giving always a view of Lake Erie. Its superior-



Rondeau is noted for its fishing and duck shooting



Interesting spot at Government Park, near Morpeth

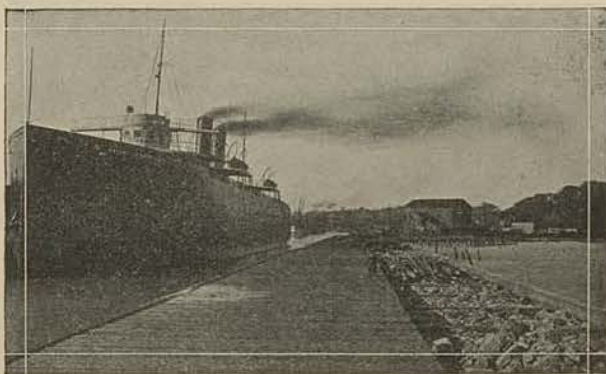
ity as a place of health may be discerned from the fact that it is more than one hundred feet higher than Lake Erie, which is only five miles distant. The lake is visible from Blenheim as is also the land-locked harbour, fishing and duck-hunting waters of Rondeau Bay.

Other points of interest in this district are the vast onion fields on the reclaimed lands near Erieau, consisting of hundreds of acres of valuable land, that, until a few years ago, were under water. Blenheim is also the centre of a very thriving tobacco industry, and large fields of this product may be seen on either side of the highway.

Since both provincial and county improved highways bring travellers in great numbers to Blenheim there are numerous gas filling stations, garages with expert mechanics, restaurants and Hotels, and free camping ground privileges.

Blenheim was the birthplace of The Southern Highway Association, an organization whose purpose is to study the needs and wants of the thousands of visitors from the United States who annually cross the border to see the beauties of a country foreign to their own. When you come this way, plan to make a visit in this pretty and thriving little town where you will be welcomed by every citizen you meet.

Within a radius of 12 miles of Blenheim are four lake



Port Stanley harbor—Cleveland boats dock here daily



Tobacco field in Elgin County—A big industry in Southern Ontario

resorts, the nearest being five miles away, Highbanks, Erie Beach, Erieau and Government Park, at which the tourist may find all the attractions of a summer outing. Highbanks is an American colony, mostly Detroit folks. Erie Beach has good boating and bathing, dancing pavilion, and large camping and recreation grounds. Erieau has many cottagers from Cleveland, and boasts the finest bass and pike fishing on the North Shore, with unexcelled boating and bathing. Government Park is an enormous playground of natural forest, controlled and operated by the Provincial Government. Building lots can be leased for 20 years, for the small sum of \$15.00 per year and no taxes. Many Detroit people cottage here. Unexcelled boating and bathing, good restaurant, dancing pavilion, with baseball diamond and picnic grounds.

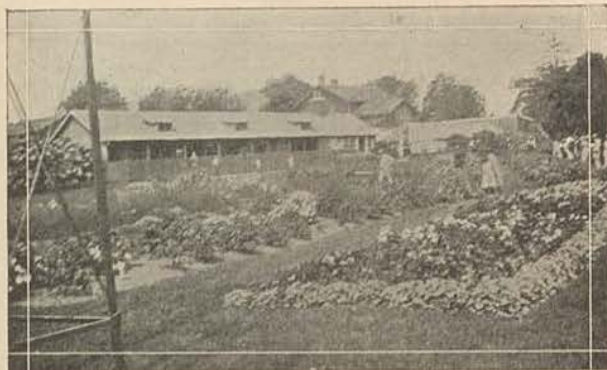
The tourist will be well repaid should he desire to spend his vacation in this vicinity.

MORPETH

MORPETH is situated on the Lake Erie North Shore Trail, 45 miles west of St. Thomas and 10 miles east of Blenheim. It is the centre of some of the most picturesque scenery to be found in Western Ontario. Here, for a number of miles, the highway traverses the summit of a ridge that runs parallel to and about one mile north of Lake Erie.



Scenes in Government Park with Deer in their native haunts



Beautiful floral display, Pinafore Park, St. Thomas' Tourist Camp

Just south of Morpeth is Terrace Beach. The cottages there are owned by parties living in Cleveland, Detroit, Bothwell, etc. It is an ideal resting place for city dwellers, being possessed of an excellent bathing beach, and is just the place for kiddies to have a good time.

Continuing our trip along the Lake Erie North Shore Trail, we come to the Ontario Government Park at Rondeau, composed of about 12,000 acres covered with woods and flowers. The Government has set apart a pleasure resort and is also renting ground to those who desire to build summer cottages thereon. The park is well-lighted with electricity. The conveniences for pleasure seekers are well looked after, there being dancing pavilions, boating, yachting, bath houses and splendid shallow water beach. There is also splendid accommodation at Bay View Inn and the park restaurants.

The original name of Morpeth was Jamesville but following Lord Morpeth's journey through Canada, and at the request of the inhabitants, it was finally changed to its present name.

There are two large and fully equipped garages in Morpeth that can and do give service to the tourists, also a hotel that is large enough to meet the demands of the travelling public.

PALMYRA

PALMYRA is one of the quaint little villages that are to be found along this delightful Lake Erie North Shore Trail. There is a gas station, booth and lunch room here which will be a convenience to tourists and the scenic beauty of the surrounding country is beyond a word picture.

CLEARVILLE

AT CLEARVILLE tourists will find a general store and two filling stations. This is one of the old land marks of two generations ago and will be a cozy place to stop for supplies while touring on No. 3 Highway.

EAGLE

EAGLE is one of the oldest places along the Lake Shore route. It is taking on new life now and has a delightful hotel and rest room with a modern service station and tourist camp. There is also another service station and garage.



M. P. Conway's Hotel, Eagle, Ont.

WALLACETOWN

WALLACETOWN is another village which was a thriving centre fifty years ago, but suffered like many other early villages when the railroad passed north of there by three miles and another village started. But this delightful old place is taking on a new lease of life with the improved provincial highway passing directly through. There is a hotel, garage, large general store, refreshment stand and dining room, where home cooking is served. A post office and store combined. It is a pleasant place for tourists to rest.

IONA

IONA also suffered with the advent of the railroad but is starting over again, with the new provincial highway bringing commercial and tourist traffic in abundance. The little hamlet has a general store and filling station, also a garage for the service of tourists.

SHEDDEN

A RUN of ten miles west from St. Thomas brings the tourist to the busy little village of Shedden, situated amidst the finest agricultural surroundings. A free tourists' camp is here located and a complete service for motorists is



Service Station and camp site at Shedden



Grand Central Hotel, St. Thomas, Headquarters for Southern Highway and Ontario Motor League

available, including refreshment booth and ladies' rest room. Two splendid garages are operated by Mr. Brad and A. E. Orchard.

ST. THOMAS

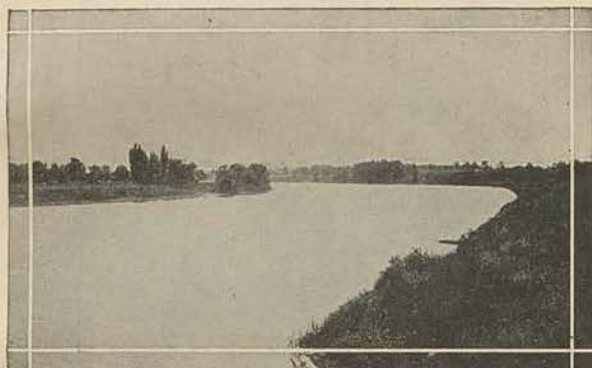
MIDWAY between Windsor and Niagara Falls on the Lake Erie North Shore Trail is St. Thomas, the "Flower City" of Canada. Tourists will find it well worth while to break their trip with a stop-over here. With a population of 18,000, St. Thomas has all the appointments of progressive cities of much larger population, and a drive through its business and residential sections will reveal to the tourist a pleasing picture of well kept streets and homes, brightened with floral settings that are everywhere in evidence, and that give to the city the atmosphere of a far more southern clime.

St. Thomas has the unique distinction of having the largest and perhaps the most active Horticultural Society of any city in Canada. Tourists should not fail to visit the extensive trial grounds of the society, adjoining Alma Ladies' College, where countless thousands of flowers in bloom make a rare and colorful picture that will delight every lover of flowers.

Situated on an eminence of ground with picturesque ravines winding about it on two sides, the city is set amidst delightful surroundings, and citizens, through the well-sustained activities of the Horticultural Society, are adding constantly to its natural beauties as a place of residence.

Good roads radiate from St. Thomas in all directions, and tourists, in the mood to do so, may ramble about Elgin county, of which St. Thomas is the hub, and on every hand they will view tangible evidence of the prosperity and progress which marks the farming and fruit district surrounding "Flower City."

To many people St. Thomas is still best known as the "Railway City," a title which it has earned fairly by its altogether exceptional facilities for international communication and shipping. Five great railway lines—Michigan Central (N.Y.C. Lines), Pere Marquette, Wabash, Canadian National and Canadian Pacific—serve well its commercial and travelling interests, and the divisional shops of three of these, together with the traffic departments of all five,



A pretty river scene along No. 3 Highway

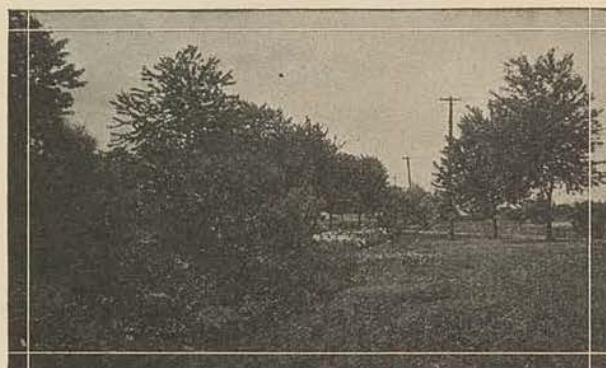
provide employment for thousands of citizens. Detroit and Buffalo are but two hours' ride from St. Thomas, and New York and Chicago may be reached over night, via mile-a-minute trains. Through Port Stanley, its lake port, but eight miles south, a daily boat service brings Cleveland and other Ohio centres within convenient and ready accessibility.

St. Thomas is the home of Alma Ladies' College, an institution which annually attracts students from all parts of Canada and the United States. A fine Collegiate Institute, a quarter-million dollar combined Technical and Collegiate Institute, six modern public schools and a Roman Catholic parochial school, speak eloquently of the place given to education by its citizens. Other kindred institutions include a splendid, well-equipped Y.M.C.A. building, Y.W.C.A. home, Business College, public library, eleven modern church edifices and modern new Memorial Hospital.

Tourists stopping over in St. Thomas will find ample opportunity for engaging in the growing national pastime of golf. The new links of the St. Thomas Golf and Country Club, located midway between the city and Port Stanley, are declared by experts to be second to none in natural beauty, and sufficiently "sporty" to test the ability of real golfers. There is also a public links at the eastern outskirts of the city which provides an excellent nine-hole course. Visitors at either course are always welcome, and only a nominal greens fee is charged. Besides the golf club, St.



The home of contented cows, Ayimer



Entrance of Pinafore Park, site of St. Thomas' Tourist Camp

Thomas has two bowling clubs, with well kept greens, also cricket, quoiting and baseball clubs.

The spacious, well-appointed Tourists' Camp maintained by St. Thomas is ideally located in the city's beautiful 100-acre park, located on the southern outskirts, adjacent to Pinafore lake. The small photos shown herewith convey only a slight idea of the delightful environment of the camp, and visiting tourists are one in declaring it unsurpassed. Every convenience is provided, including hot and cold water, and official superintendence. There is ample accommodation for scores of campers, and the "welcome" sign is always out.

The all important question of good hotel accommodation is answered to the tourist's satisfaction in St. Thomas with five leading hotels: Grand Central, Talbot, Empire, Park View and Iroquois, all situated on the main thoroughfare, Talbot street, in the business section of the city. Numerous national and international conventions have been held in St. Thomas, and tourists planning a stop over may rely on finding at all times good, comfortable hotel accommodation at reasonable rates.

In the same connection it may be added that St. Thomas has numerous garage and service stations, with staffs of skilled mechanics and the necessary equipment to give efficient service.

The office of the St. Thomas Motor Club, Chamber of Commerce, and Southern Ontario Highway Association, located in the Grand Central Hotel, is available to visiting tourists, and the secretary and his assistants are at all times desirous of being of service to visiting tourists, with maps, guide books, and in furnishing any information desired.

Kiwanis and Lions' Clubs are active organizations in the life of St. Thomas and visiting members are invited to join them at their weekly luncheons. The B.P.O. Elks, Shriners and Moose maintain commodious club quarters where visitors may always be sure of a hearty fraternal welcome.

Visitors interested in the city industrially, will find the Chamber of Commerce and Industrial Committee of the City Council eager and willing to answer inquiries and furnish any desired information. The city's manufacturing life at present comprises in the main two large shoe industries, the Talbot and Nursery; The Monarch Knitting Company, knitted goods, sweaters, etc.; Canada Iron Corporation, Limited, car wheels and castings; Dominion



Enjoying the wonder beach at Port Stanley

Brake Shoe Co., Limited, railway brake shoes, castings; St. Thomas Bronze Co., Limited, castings; Norsworthy Company, Limited, furnaces, stokers, etc.; St. Thomas Metallic Vault Co., Limited, steel grave vaults; Erie Iron Works, Limited, farm and garden implements; J. H. Still Manufacturing Co., handles and wood turnings; Armand Co., face powders; Empire Flour Mills, Limited, flour; St. Thomas Metal Signs, Limited, steel signs and stampings; The Federal Combustion Company, builders of oil burners for furnaces, and The Ross Leaf Tobacco Co., tobacco. Unlimited electric power from Niagara Falls, supplied at actual cost of production and distribution through the municipally owned hydro-electric system, is an important factor in the economical operation of the city's industries as it also is in the lighting of city streets. An abundant supply of good water, also provided by the city's own plant, is another desirable provision for manufacturers as well as for citizens generally.

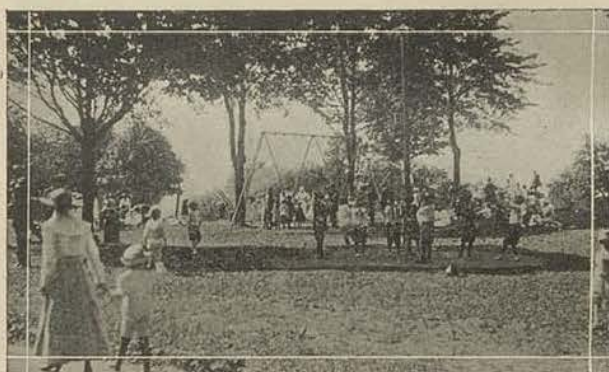
No visit to the city is complete without at least a brief tour of the retail shopping section. St. Thomas merchants have long enjoyed the distinction of providing facilities quite equal to those of kindred institutions in much larger communities, and the wide range of up-to-the-minute goods displayed by dry goods, clothing, gents' furnishings, jewelry, hardware, sporting goods and shoe stores in St. Thomas is well worth a visit from tourists.

Sufficient has been said to convince even the casual reader that St. Thomas is a live, progressive community with every facility available for enabling its citizens to enjoy community life in an ideal environment. A stop-over at St. Thomas will enable you to prove the correctness of these statements, but better still, it will provide the opportunity for getting acquainted with the spirit of Canadian hospitality.

A seven-mile side trip to Port Stanley.

PORT STANLEY

PORT STANLEY, seven miles south of St. Thomas, is the outstanding watering place of south-western Ontario, being commonly referred to as the Coney Island of the north shore. A daily passenger steamship service with Cleveland, Ohio, almost directly opposite on the U.S. side of Lake Erie, lends a metropolitan air to its activities during the height of the holiday season when it is a com-



Children's playgrounds on Invererie Heights, Port Stanley

mon sight to witness vast crowds of holiday seekers, often numbering more than 20,000 enjoying the exhilarating pleasures of an outing at the lakeside.

The tourist's and holiday seeker's every desire for diversified entertainment and recreation is anticipated at Port Stanley, and facilities are at hand for those who would enjoy the day in fishing, boating, dancing, camping, swimming, baseball, boxball, or merely resting on Erie's glittering strand. The bathing beach at Port Stanley extends fully two miles and alongside for the greater part of the way is the ever-popular parade place—the board-walk, bordering which is every manner of booth and side attraction, from the ferris wheel and roller-coaster to the race course, where you pick your winner, buy a paddle and then watch the other horse romp home ahead of the field—or it may be your own which leads at the post by a neck.

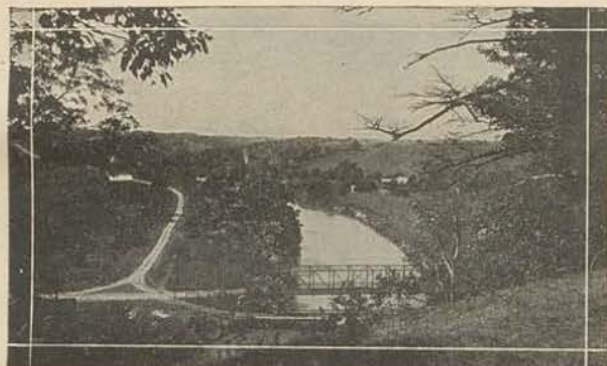
Perhaps the finest and most spacious dancing pavilion anywhere in Ontario, is the Port Stanley Casino, extending out over Lake Erie itself and accommodating 500 couples at one time. An excellent orchestra provides music throughout the season from May to September and is an important factor in the great popularity it enjoys.

Besides attracting great holiday crowds, Port Stanley has hundreds of permanent summer cottagers, who make their home here throughout the summer season. They come not only from many points in Ontario, but from Buffalo, Detroit, Cleveland and other U.S. cities.

A model electric radial line, the L. & P.S.R., unsurpassed on the continent in point of equipment and service connects Port Stanley with St. Thomas and the rest of the world, and the tourist may break his journey by making the fifteen minute to and from St. Thomas trip to the lakeside over this splendid electric line.

When Port Stanley is not entertaining the vast crowds that throng its beaches and spacious picnic grounds during the holiday season, it goes about its original activity of fishing. Along its wharves may be seen the fleet of staunch little tugs that bring in the daily catches, often running into tons, of the delectable white fish and herring, a large percentage of which eventually reaches the tables of New York's most exclusive hotels and restaurants.

Port Stanley, in addition to its distinction as the Coney Island of Ontario, is also known as the best harbor on the north shore of Lake Erie, and it is the port of entry into Ontario for products of the steel and coal industries of Ohio



A spot that catches the eye, near Aylmer

and Pennsylvania. The coal ferry Bessemer makes two round trips daily to Conneaut, Ohio, and more than 2,000 cars of coal monthly are transferred by it. A grain elevator provides accommodation for the grain boats which transfer the products of the prairie provinces of Western Canada to this section of Ontario.

A trip over the Lake North Shore Trail is incomplete without at least a day spent at Port Stanley.

AYLMER

AYLMER, one of the best and most up-to-date towns on the Lake Erie North Shore Trail, is an ideal spot in which to spend a day or so, and has one of the best camp sites along the route.

Aylmer is advantageously located about midway from river to river, 130 miles from Windsor and 120 miles from Niagara Falls. The highway runs directly through the town, which is surrounded by a very picturesque countryside. Here, you may enjoy miles of side trips over perfect gravel roads, shaded with great Canadian maples, with apple and peach orchards abounding. The beautiful herds of dairy cattle will convince you of a wonderful agricultural district.

Its public buildings, which include post office, public library, town hall, public and high schools, are pretentious, the post office building alone is valued in excess of \$100,000. The town has several miles of paved streets; owns its own waterworks, is served by hydro-electric power and has natural gas for fuel. The business men are wide awake, anxious for trade, proud of their town, and will welcome the tourist's trade.

The industries of Aylmer are exceedingly stable, by reason of the fact that they depend, for the most part, on the products of the surrounding country. Aylmer is the birthplace of the Canadian canning industry, and the first and one of the largest factories of the Dominion Canners is located here. Aylmer is also the Canadian home of Carnation Milk, and this industry affords a splendid home market for the farmers, distributing annually over a half-million dollars for milk and wages. Other industries are the Aylmer Pump & Scale Co., Magill Hat Co., Limited, gentlemen's hats; Aylmer Steam Laundry, the largest plant of its kind in any town or city from river to river; Orton & Son, truck bodies, and numerous other smaller industries. Tourists are welcome to visit any of these plants.



Rocabore Inn invites the tourist at Port Bruce—
Aylmer's summer resort

Aylmer has excellent garage and hotel accommodation. Five large garages and supply stations, and two splendid hotels.

Plan to spend a few hours at least in Aylmer, the best town on the best cross-country highway in Ontario.

An eight mile side trip to Port Bruce and Port Burwell.

PORT BRUCE

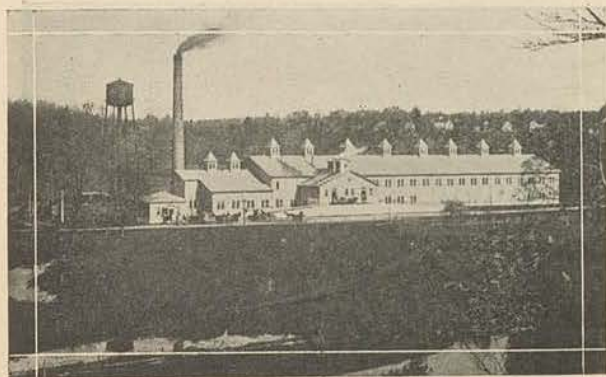
PORT BRUCE, situated on Lake Erie, eight miles south of Aylmer, and midway between Port Stanley and Port Burwell, is accessible by perfect gravel roads through a beautiful country. The Lakeshore Road from Wallace-town to Port Burwell passes close to Lake Erie, affording splendid panoramic views of lake and country-side. At Port Bruce, the road winds into a wide and picturesque valley, admittedly one of the most beautiful spots along the entire Lake Erie Trail.

A splendid wide-sandy bathing beach nearly a mile long, approachable by motor to the water's edge, makes Port Bruce a particularly attractive spot for tourists, who have available to them at Ormond Beach, the finest Tourist Camp in Ontario, and possibly in Canada.

The Rocabore Inn considered one of the best summer



A picturesque camping ground at Port Bruce, on Lake Erie

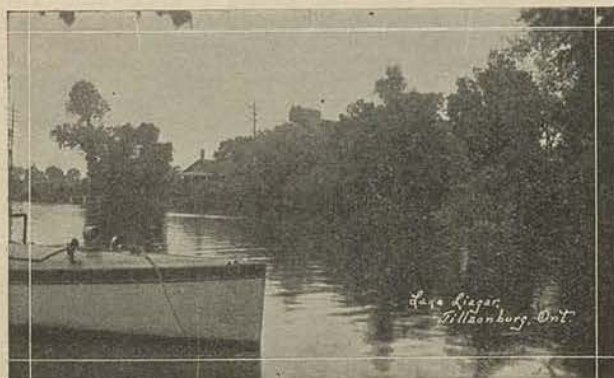


Plant of Canadian Milk Products, Limited, Tillsonburg

hotels in Southern Ontario, is a new building with modern accommodation, including running water in every room.

The Cattfish River, a wide and picturesque stream, affords safe boating and good fishing. Port Bruce will be found a charming, restful spot for a summer outing, not the least of its attractions being its freedom from noise and crowding, owing to its accessibility, by motor only.

The Apple Green Tourist Camp at Ormond Beach, is designed to meet the requirements of tourists, travelling with or without equipment, as bedding, dishes, tents and buildings are available. The property is equipped with electric light, hot and cold water, shower baths, modern sanitary conveniences, kitchen, laundry, tourist store, tea-room, gasoline station, bathing pavilion, picnic tables, and ball grounds. Camping space is available adjacent to the beach or on the plateau overlooking the lake. Tourist Cottages and Rooms, Honeymoon Cottages and Furnished Tents, prettily situated overlooking Lake Erie, enable the tourist to break his journey, and rest amidst summer resort surroundings.



"Lake Lisgar," one of the beautiful scenes around Tillsonburg



Main Street, "Broadway", Tillsonburg

TILLSONBURG

WITH a population of 3,200 and served by four lines of railways, Canadian National, Canadian Pacific, New York Central and Wabash, Tillsonburg will be found by tourists to be one of the liveliest industrial towns on the Lake Erie North Shore Trail. It is situated just twenty-five miles east of St. Thomas, and is sixteen miles from Port Burwell and twenty-four miles from Port Rowan, on the shores of Lake Erie.

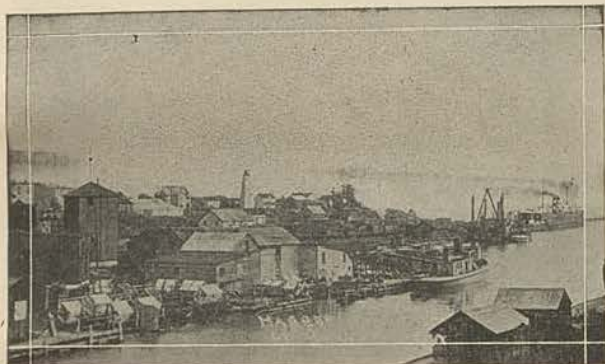
Situated in the county of Oxford, it borders the counties of Norfolk and Elgin, and is the centre of one of the richest agricultural, fruit-growing, stock-raising, and dairying centres of Ontario.

Tillsonburg has five churches, three banks, public and high schools, Carnegie library, opera house and public hall, excellent waterworks, efficient motor-equipped fire department, first class, sewage system, Hydro-electric power, golf links, bowling green, tennis court, emergency hospital, three first-class hotels and three restaurants, camping ground for motorists on Lake Lisgar, paved streets and sidewalks, a second to no town in the province of Ontario.

Some of Tillsonburg's industries are: Canadian Milk Products Company, Limited; Cowell Brick Yards; Cochran



Lake St. Joseph—Tillsonburg



Harbour scene at Port Burwell

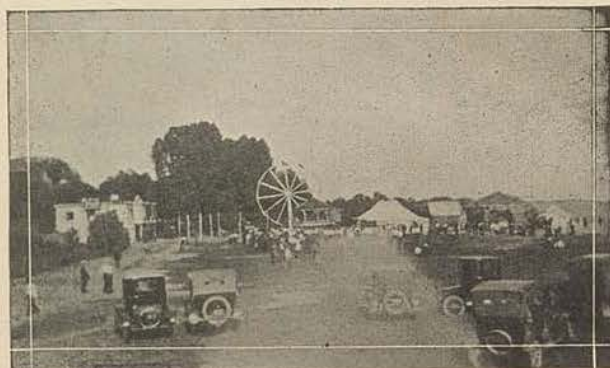
Foundry; Dominion Linens, Limited; Huntly Manufacturing Company, Limited; Maple Leaf Harvest Tool Company, Limited; Regal Oil Refineries, Limited; Lorne Tractors, Limited; Tillsonburg Shoe Company, Limited; Darrow Foundry; Bremmer Tannery; News Printing Company, Limited; West & Jackson Planing Mill; Tillsonburg Evaporator Works.

Tourists wishing any information are invited to write or phone C. H. Denton, Secretary-Treasurer, Tillsonburg Motor Club.

A side trip of 16 miles to a splendid summer resort at Port Burwell or Port Rowan.



Free Camping Grounds between Tillsonburg and Delhi



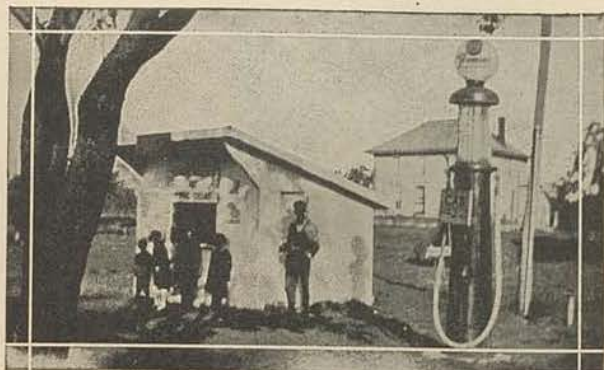
Community Memorial Park at Port Burwell, good camp grounds nearby

PORT BURWELL

WHEN the first settlers began pushing their way westward along the shores of Lake Erie a number of Nova Scotians landed at the most central port on the North Shore, and homesteaded the land in the adjacent territory. The beautiful country highway leading across the famed Stalter canyon bridge is still called Nova Scotia street and approaches Port Burwell from the west. A splendid provincial road, at one time a planked stage coach route, connects Tillsonburg and Port Burwell on the north, and an Indian trail, now the Front or Lake road, follows along the lake bank east to the famous sand dunes of Houghton, one of the most interesting sights of this part of America. Hence, this beautiful little summer resort is easily accessible to tourists, and its beautiful parks and beaches will amply repay a visit. Autos drive right to the water's edge on either beach.

Iroquois Park, large, roomy and shaded with stately trees lies on the west side of the Big Otter River. In connection is a small town of summer cottages and shady drives. Dancing pavilion, bath houses, casino, swings, seats, etc., offer every facility for comfort and recreation to the tourist. The beach on this side of the harbor is very large, being laid out in a sub-division of summer cottage lots, baseball diamond, etc. The bathing is unexcelled. The Community Memorial Park is on the east side of the harbor, and though smaller, is very attractive. Here is the free tourist camping grounds, within a stone's throw of the water. Here also are seats, swings, tables, hot and cold water, bowling green, baseball grounds, dancing pavilion, casino, etc. The beach is beautiful and the lake bottom smooth and sandy. It is also protected and safe for bathing and boating. Angling is good at any time during the summer, but in June hundreds of perch are caught from the piers. Larger fish are caught in both lake and river.

Just east of the village, on the road out to the Sand Hills, stands the Marconi Wireless Station, which is one of the chain across the continent. It assists navigation on Lake Erie and is in constant touch with Ashtabula, from which port the largest car ferry on fresh water in the world makes daily trips to Port Burwell. Two up-to-date hotels cater to the needs of the travelling public. There are many shops and stores, four churches, and a most modern school building. Perhaps the chief charm of Port Burwell



Free Camping Grounds between Tillsonburg and Delhi

is that, while it is one of the old towns of the province, it is new as a summer recreation place. Its great natural beauty is just now being exploited, and having once visited it the tourist returns year after year. Plan to place Port Burwell on your summer itinerary.

PORT ROWAN

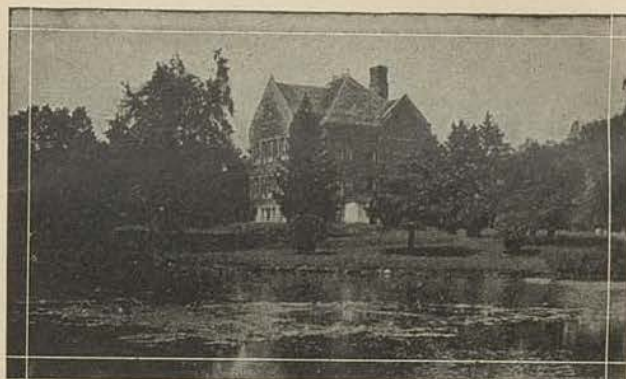
PORT ROWAN is beautifully situated overlooking the lovely land-locked water of Long Point bay. There abounds the small mouthed black bass, "The gamest fish in fresh water," in its native haunts. This resort is justly celebrated for this wonderful fishing, and has been the Mecca for enthusiastic anglers for many years. Hotel accommodation, cottages, motor-boats, guides and bait may be easily obtained.

Over the bay, upon Erie's strand, is Long Point park, one of the beauty spots set aside by the Government of Ontario as the people's playground. There is one of the loveliest of nature's beaches, untouched by man. Days and days may there be spent happily swimming, basking in the sun or boating, as the spirit moves one.

Numerous interesting and enchanting drives take one along the high cliffs overlooking the lake, or through peaceful and prosperous farming country. The Sand Hills,



What could be finer than a day's duck shooting at Long Point?



Simcoe Collegiate Institute, overlooking the river

immense mounds of sand towering high above the surrounding trees, at the edge of the blue waters of Lake Erie, whence the view is unrivalled, is the end of such a drive. These Sand Hills are wonderful natural phenomena, which have excited the wonder of scientists and the admiration of thousands of tourists. A special trip to the summit of these hills is well repaid.

A local golf course provides an opportunity to enjoy this royal and ancient game.

A free parking space has been provided adjacent to Memorial Park, overlooking the bay, and in the centre of the village, where those who travel that way may pitch their tents.

In the fall of the year Long Point bay is a paradise for duckhunters. Camps and lodges are numerous, where every convenience and assistance is afforded.

SIMCOE

IN the centre of a fertile fruit and dairy district, and the gate to twenty miles of lake front studded with villages and summer resorts, is the town of Simcoe, county seat for Norfolk County.

Simcoe has splendid water, an abundance of good gas, good schools, sylvan parks, churches, the largest fruit and vegetable factory and canning plant in Canada, a big milk depot and drying plant, a woollen mill, running day and night, making a brand of textile with a continental reputation. There is here the oldest golf course in Canada, from the standpoint of continuous play. The hotels are commodious and conducted at moderate rates.

Points of interest in and about Simcoe include the grave of the first grand master of Masonry in Canada, three miles south of town, on the way to Dover, Port Ryserly once a stirring commercial centre, Fisher's Glen, nature in her wild romantic state, camping ground of Y.M.C.A. and Boy Scouts for Southern Ontario cities, and Turkey Point, the ancient seat of government of Lower Canada, St. Williams, the Government re-forestation farm, one of the beauty spots of the Province.

The Lake Erie North Shore Trail passes through the northerly limits of Simcoe. The new sixty-foot



Powell Park, Port Dover

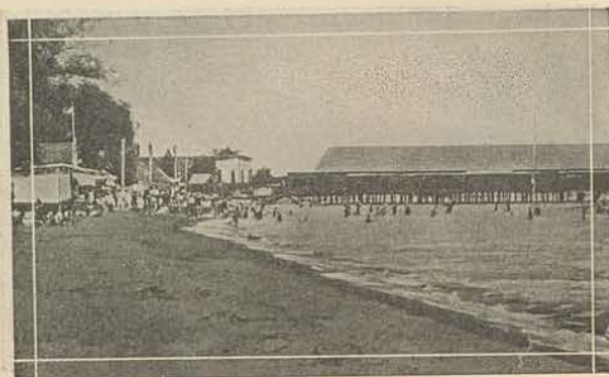
Memorial Tower with carillon of bells is on the left on the way down town. The new County Hospital just opened, stands at the head of the first principal cross street, Robinson street.

PORT DOVER

SUMMER tourists and those who revel in nature's beauty spots will find attractions aplenty at Port Dover, a little town on the new Central Gateway of Ontario, that offers the tourist a big community welcome. You will find Port Dover an ideal place for rest and recreation, pleasure and sport. Situated on the north shore of Lake Erie, rich with a wealth of historical associations, nestling amid the slopes where the shores of Lake Erie bend in a broad sweep



New sixty-foot memorial tower with Carillon of bells at Simcoe



Partial view of the bathing beach and dancing pavilion at Port Dover

to encompass Long Point, contiguous to the fertile and luxurious fields of Norfolk county, Port Dover is a beauty spot of unique distinction.

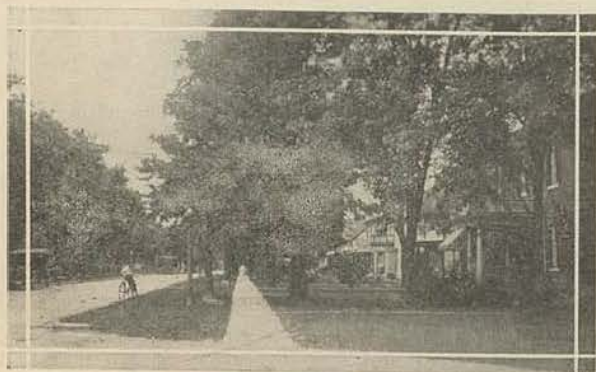
As a summer tourist town Port Dover stands without a peer, boasting the finest bathing beach on the north shore of Lake Erie, and, combined with the adjoining township of Woodhouse, has a lake frontage of over nine miles. Beautiful and enchanting auto drives along the lake shore roads, motor launch trips, boating, bathing and canoeing, are among the attractions with which Port Dover abounds. For the amateur fisherman the shoals of Long Point bay are chosen spots for bass and other game varieties. Fishing parties make launch trips across the bay to Long Point or motor from Port Dover to Turkey Point for a day's sport. Summer Garden is open every afternoon and evening (Sundays excepted) for dancing. There is also golfing for visitors.

There are good roads all the way. Auto camps provided, and at Port Dover there will be found an abundance of natural gas, hydro-electric, running water, and everything that goes to make up that real "Home Away from Home." Hotel accommodation is of the best. Two large summer hotels offer you service par excellence, and there is room aplenty. Two beautiful parks equipped with tourist camping facilities at a most moderate sum.

On the high bluffs, overlooking the lake there are desirable sites for hundreds of summer cottages. There is scarcely a foot of the nine miles of lake front that does not offer an attractive location for a home where one's family can spend the best months of the summer. Ask our Board of Trade for particulars if you are interested in making your permanent summer headquarters at Port Dover.

JARVIS

A VERY pretty little residential town amid picturesque scenery, in a pretty stretch of the North Shore Trail between Simcoe and Cayuga. In this district dairy farming and fruit growing are the principal industries and a condensed milk factory is located here. Jarvis is a junction point on the railway and is located at the intersection of two provincial highways. Its several service stations and splendid garages will give the tourist No. 1 service. Coyne Allan and Geo. L. Miller are two of the highway boosters and will be delighted to supply any information. Jarvis to Port Dover is a pretty drive of 7 miles and while not a provincial highway the road is good.



Main Street north, a pretty street in Jarvis

CAYUGA

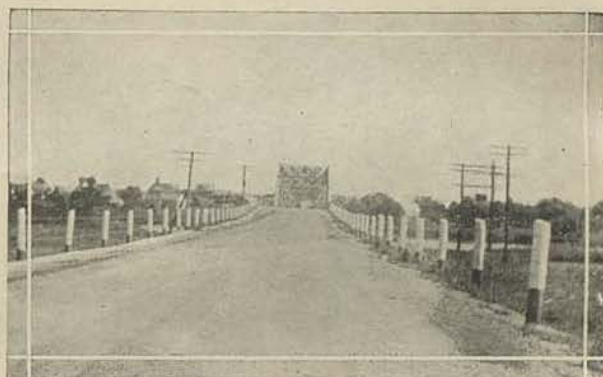
CAYUGA is the county town of the county of Haldimand, situated in the beautiful Grand River valley of the Niagara Peninsula, on the Lake Erie North Shore Trail, fifty miles west of Buffalo, where it crosses the Grand River, the finest stream of fresh water between Buffalo and Detroit, by a magnificent modern iron and cement floor bridge, the largest on the Ontario highway system.

It has the finest courthouse in the province, situated in a natural park, liberally shaded with virgin oaks and stately maples, on an eminence from which a noted Canadian, on one occasion, viewing the landscape and pastoral scenery spread out to view on the upper reaches of the noble "Grand," remarked that it was one of the finest views in Ontario.

Accommodation is provided for the public by two modern hotels, replete with every comfortable requirement. Complete banking facilities and professional service. Four fine churches, Anglican, Roman Catholic, United and Presbyterian; a modern high school and public school, providing educational facilities of the highest order, and tourist camping grounds on the banks of the beautiful Grand River, with boating, bathing, fishing and hunting, and other forms of healthful recreation, such as bowling



Summer Hotel overlooking the lake at Port Dover



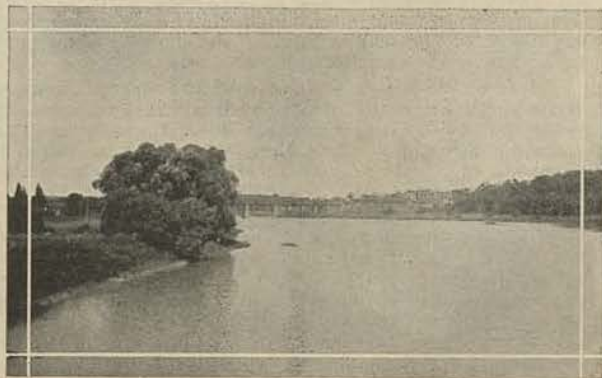
The Highway entering Cayuga, showing bridge over the Grand River

and other sports, at the disposal of all who desire enjoyment amidst the finest natural scenic beauty and healthy and invigorating surroundings. The town is equipped with Ontario Hydro Power, light, heat, three garages, restaurants, and stores supplying all needs, and a weekly market. Proposals for the location of additional manufacturing establishments in Cayuga will receive sympathetic reception and consideration.

The name of the town is derived from one of the component tribes of the Six Nation Indians, who formerly fished and hunted in this district, but the citizenry of Cayuga is wholly Canadian, principally of British extraction, who extend a hearty welcome to tourists from the great American Republic, between whose countries over a century of peace and amicable relations have existed, in a spirit of mutual respect and esteem.

DUNNVILLE

DUNNVILLE, population 3,000, is a modern and up-to-date town, being the largest town in Haldimand County. It is bounded on the west by the Grand River, which starts among the Blue Hills and empties 4½ miles below Dunnville into Lake Erie at Port Maitland.



Another view of the Grand River, at Cayuga



Victoria Hotel at Dunnville, one of the best on the highway

Almost the first thing the tourist from the western portion of the highway will see is the fine high school and large grounds. The public school, also a large new structure, is one block north of the highway, very centrally located.

Dunnville is served with two provincial highways, the park occupying a large space between the two. Probably nowhere between Niagara Falls and Fort Erie and Windsor or Sarnia will the tourist see as many large maple trees on either side of the streets, which present a fine appearance, and add to the beauty of the town. In addition to the provincial highways, transportation is provided by the C.N.R. and T.H. & B. railroads. Dunnville has an abundant supply of the finest water obtained, having just installed a new filtration plant at a cost of \$75,000, a splendid water-works system, Hydro-Electric power, and is the very centre of the natural gas field. The town is well served with business places, restaurants and hotels, the Victoria Hotel being one of the finest in the province of Ontario, and a credit to the community.

Dunnville is an industrial centre, the Monrach Knitting Co. and Dominion Fabrics being among the largest manufacturers. Visitors are always welcome to visit these plants. The office of the Dunnville Motor Club, opposite the Canadian Bank of Commerce, is anxious to be of the greatest possible assistance in directing tourists to points of interest.

There is splendid fishing in the Grand River as well as boating, bathing, etc. The Dunnville Golf Club's fine grounds are along the highway and one of the finest bowling greens to be found anywhere is along the river front.

A fine side trip is a drive over the river through the township of Dunn to Port Maitland, which is a fine summer resort. A trip east of Dunnville down the concrete pavement to Stromness along the lake shore through the township of Sherbrooke to Lowbanks will be particularly delightful.

Dunnville extends a hearty invitation to the tourist to stop and get acquainted, and then as he is leaving he will see at the corporation limits a sign, "Will ye no come back again?" which represents the sincere sentiments of the people. Any information which may be required in advance by mail will be furnished quite freely by the secretary of the Dunnville Motor Club.

Enquire in Dunnville for Crystal Beach, a wonderful summer resort.



Reeta Hotel, Welland, a good place to stop

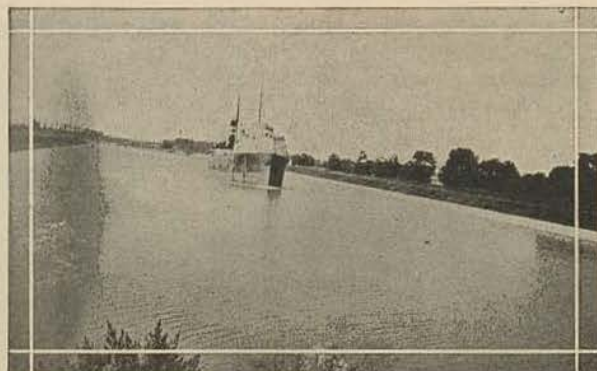
WELLAND

WELLAND is situated on the Welland Canal, the great marine highway between tide water and the Canadian Northwest. Welland is the Hub of the Niagara Peninsula, which is 30 miles wide between Lake Erie and Lake Ontario and is called the "Garden of Canada." This district is famous for its abundance of fruit orchards, vineyards and truck gardens and has two of the largest nurseries in the Dominion of Canada.

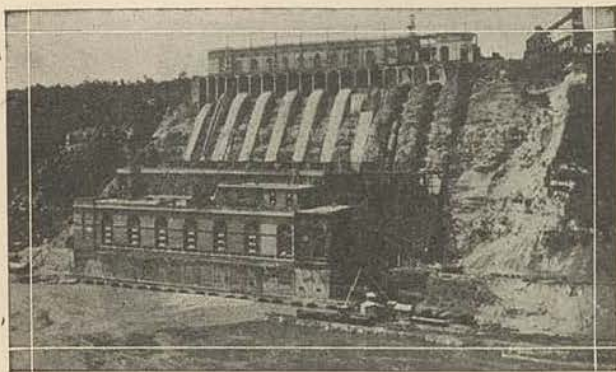
All the main railway lines in Canada, seven, at Welland form a junction with deep water navigation. The Welland Canal, which is now being enlarged at a cost of one hundred and twenty million dollars, to take vessels of ocean size, passes through the centre of the city. This work of enlargement, begun in 1912, will be completed in 1930. At Welland can be seen the aqueduct, one of the most interesting engineering works in Canada, which carries the canal over the Welland River.

Lookout Point Golf Course, designed by Walter Travis and said by authority to be the best on this side of, the "pond," is located close to the city. Its situation is unusually picturesque and beautiful.

Reeta Hotel, with 50 rooms, modern in every way, with rates at \$3.50 and \$4.50, and the Dexter Hotel with 40



The Welland Ship Canals, Welland, as seen from the Highway



One of the interesting scenes at Niagara, the source of Hydro power

rooms, with rates at \$3.50 and \$4.00, are two of the finest hotels in this district. Several smaller hotels are located here as well, which would ably take care of tourists.

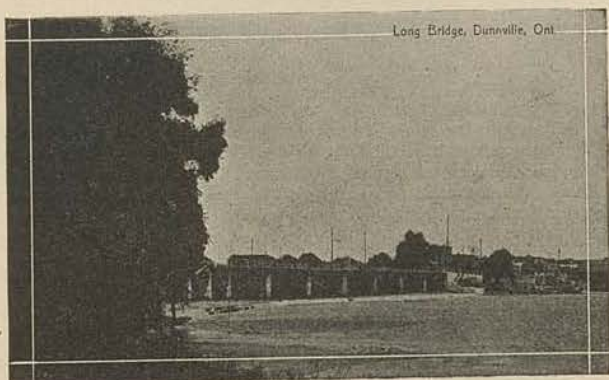
Welland enjoys a well-established park system, which, with municipal tennis courts and lawn bowling greens, takes care of the recreational ideals of the community.

Many historical sites are to be seen close to Welland. Three and one half miles from Welland is the battleground of Cook's Mills, where a battle was fought on October 19th, 1814, the last engagement in which Canadians and Americans clashed at arms.

At Allanburg can be seen the cairn erected in 1924 to the memory of William Hamilton Merritt, who on November 30th, 1824, turned the first sod of the Welland Canal.

Many beautiful public buildings, such as high and public schools, registry building, county court house, Carnegie library, hospital, clubs, city hall, etc., makes a most interesting sight-seeing trip for tourists. The city lies in the heart of Welland County. Broad acres and smiling hills—that's Welland County.

Tourists, travellers and others will cheerfully be given all information and every courtesy on application to the Board of Trade, Travel Bureau, City Hall, Welland.



Dunnville Bridge—A pretty scene



Crossing Niagara Bridge—There is a beautiful view of the Falls from this bridge

Niagara Falls

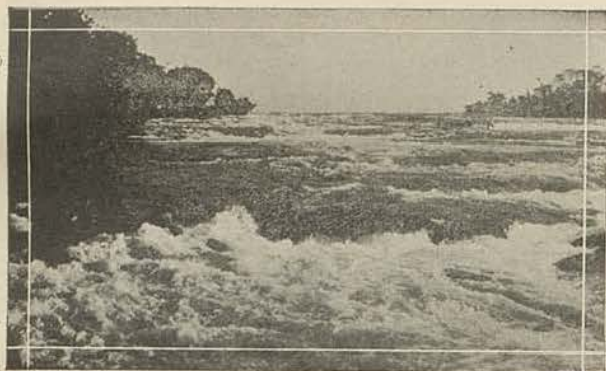
Eastern Gateway to Ontario and Lake Erie North Shore Trail

SCENIC magnet of the continent is Niagara Falls, at the Eastern Gateway of the Lake Erie North Shore Trail. More than a million visitors come annually to worship at one of nature's mighty altars. For that reason Niagara as a place-name is doubtless familiar to more people than any other in the realm of the geographical and the historical. Within the meaning of the term are the great cataract, the picturesque international river, the historical scenic features with which the district abounds.

As the main gateway on the east to Ontario, the premier province of Canada, Niagara provides the tourist entering upon the Lake Erie North Shore Trail with a fine vantage point from which to view the varied grandeur of the Falls. Queen Victoria Niagara Falls Park is a garden of delight, and its system of boulevard drives, extending for practically the entire length of the Canadian bank of the great international stream, affords the visitor a delightful opportunity for viewing the stupendous panoramic picture that unfolds at every turn; the twin cataracts may be studied from many outlooks; the picturesque Dufferin Islands bordering the upper rapids, where the floods of fleecy waters battle for a place in the wild rush to the vortex below; the lower gorge and the surging waters of the whirlpool rushing under the three great bridges—nowhere on the continent is there a scenic route of a like distance that reveals more to the observer. And above all the great diapason of the tumbling waters that seems to vibrate even to earth's deep centre.

The Park itself is a sylvan beauty spot, where, amidst the floral gardens and giant trees, are many grateful nooks of cool shades. Sub-tropical growths of many varieties alternate with indigenous ones; while flower beds and winding drives and the velvet sward, sweeping to the borders of the ample enclosure, are among the other attractions of the Park, making an ideal picnic grounds for thousands of holiday seekers.

Close by is yet another wonder—scenic and geologic—in



Rapids above Niagara Falls, eastern gateway to L. E. N. S. trail

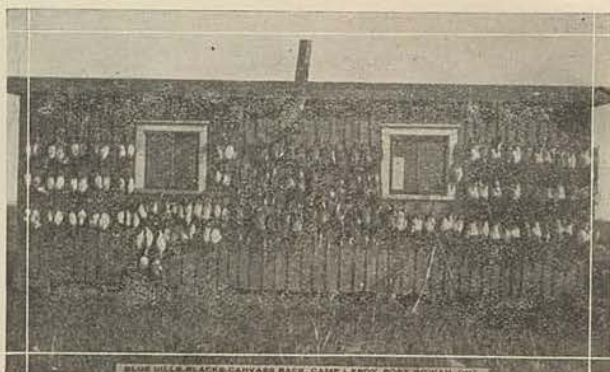
Niagara Glen, where Nature has laid bare many a page from her ancient structure in cliff beds of the prehistoric cataract, ere it chiselled out its new pathway and carved the present canyon. Giant pot holes, watermarked strata and rocks of past ages vie with arcadian paths and the fern and foliage carpet of the Glen in making a wonderful corner of Niagara. Mighty overhanging cliffs indicate the way of the ancient waters where caves once existed.

A mile or so away another and a different sight is revealed in the massive structures connected with the Chippawa-Queenston power canal, where the waters of the upper river are carried for a distance of more than eleven miles to the immense forebay and to the largest electric generators in the world, capable of producing over 500,000 horsepower as part of the extensive hydro-electrical system of Ontario, which is the largest public ownership undertaking of its kind in existence.

All about Niagara the lover of the historic will find a rich field of exploration, recalling not only the long-ago days of French occupation of the country when it was New France, and later in the early days of the last century, but the struggles of 1812-14 between the United States and the England and Canada of that time. Happily, today, all speak of peace as it has existed for over a century, and one may revel in the scene with only a dim background in the mind



One of the seven wonders—Niagara Falls



Result of a day's sport, Duck Shooting at Port Rowan

of the ancient days of storm and stress.

Having viewed this wonder corner of the land the tourist will be ready to enjoy his run over the Lake Erie North Shore Trail. Leaving Niagara Falls the first few score miles will carry him through a delightful stretch of Niagara's and Welland's fruit lands, which during blossom or harvest time present a picture of natural bounty and beauty that will be duplicated many times along the Lake Erie North Shore Trail as it winds on through picturesque hamlet, town and city in its sweep through the shore country bordering Lake Erie.

Do not Miss the Drive Along Niagara

One of the most beautiful scenic drives on the American continent is the road which follows alongside the upper Niagara river from Niagara Falls to Fort Erie and Crystal Beach, Ontario, where you may turn right and get No. 3 Highway at Dunnville. See Niagara from the great cataract to the lake. A glance at the map on the back of this folder will show you the route.

TOURIST CAMPS

Tourist Camps—Along this beautiful highway—Aylmer, Blenheim, Crystal Beach, Kingsville, Leamington, Pt. Dover, Pt. Burwell, Shedden, St. Thomas, Rondeau (Government Park), Tillsonburg, (Pt. Glasgow, near Eagle,) Wheatley and others.

GOLF AND TENNIS

Golfers may arrange for golfing at various points along the Lake Erie North Shore Trail. Exceptionally good courses are to be had at Windsor, Kingsville, St. Thomas, Simcoe, Dunnville, Port Dover, Welland and Leamington.

Treasures of the Land

LONG BEFORE THE DINOSAUR and the mammoth, roamed the swamps and jungles of the primeval world, there passed incomprehensible periods of time, during which the foundation rocks of the earth were being laid down or thrown up. In those remote eras the cracks and cavities of the rocks, as they cooled, were stored with treasures of gold, silver, nickel, copper, lead, iron, zinc and other metallic and non-metallic minerals. These minerals mainly occur in what are called pre-Cambrian rocks, the oldest known formations in the world.

These rocks cover about three-quarters of the Province of Ontario, and they are the basis of the great mining industries at Porcupine, Sudbury, Cobalt, Kirkland Lake and the recently opened gold areas around Red Lake. The mines in the developed areas of Ontario have yielded to date metallic and non-metallic minerals to the value of one-and-a-quarter billion dollars, most of which is represented by metals mined within the past twenty years. These developed areas altogether represent only a small portion of the vast pre-Cambrian region in which minerals have and are constantly being discovered. An immense area in the northern part of the Province, consisting of these ancient rocks, has not yet been prospected, or even mapped by the geologist. From this it will be seen that Ontario is a comparatively new mining country, and that it has great possibilities for future development.

A FIELD FOR ENTERPRISE

Ontario offers greater opportunities and all-round facilities for mining development than any other country in the world to-day. Whether it be from the point of view of the prospector, the miner or the investor, there are few countries in which the conditions are so favorable to enterprise. There are no hampering restrictions imposed upon the prospector who sets out to explore the rocks for mineral treasure or upon the miner and capitalist who carry on development operations. They have behind them all the information and support of the Government through the Department of Mines. The mining laws are liberal, and taxation is based upon the profits of development.

The extent of the success that has attended mining operations in Ontario may be judged from the fact that the Province to-day is the third largest gold producer in the world; while, in the production of nickel, it stands supreme, supplying 90 per cent. of the world's demand for this metal. In silver production Ontario holds fourth place among the historic camps of the world. The total output of metals from the mines of Ontario up to the end of 1926 was well on to one billion dollars. The production of gold alone last year amounted to almost 31 million dollars.

Geological maps, exploration reports, copies of mining laws, statistics and general information may be secured free on application to the Minister or Deputy Minister of Mines, at Toronto.

Tourists' Information Bureau Road Signs and Road Maps



BRANCH organizations of the famous Ontario Motor League, an organization of some 35,000, motorists in Ontario banded together for the general welfare of motorists in every connection will be found in all the larger towns along the Lake Erie North Shore Trail. The St. Thomas Club maintains in the Grand Central Hotel a Tourists' Information Bureau, where full touring information regarding any part of Canada may be had.

Official road maps, route cards, touring books, etc., may be had at this Information Bureau. Your mail may be addressed in care of this bureau and motorists from any point are at liberty to write to the bureau for any touring information needed.

Tourists are requested to register at the St. Thomas Bureau or the Tourists' Camps along the route.

The touring motorist is cautioned to disregard all road signs other than the official BLACK and YELLOW ARROW sign (O.M.L.) of the Ontario Motor League, as these are the only OFFICIAL signs. Watch and follow No. 3 Highway.

Over 50,000 road direction signs have been erected throughout the Province of Ontario by the Ontario Motor League and its affiliated clubs.

Official Road Maps may be obtained from any Ontario Motor Club office or Chamber of Commerce and in the larger communities the best news stands carry these maps. The ONTARIO MOTOR LEAGUE map is complete, up-to-date and official. You are always safe in relying upon OFFICIAL Ontario Motor League Maps, signs and information bureaus.

Rules For Motorists

THE speed limit in Ontario is 35 miles per hour in the open country and 20 miles per hour in the cities, towns and villages. At intersections where there is not a clear view in both directions, the speed limit is one half of the above. Motorists are urged for their own protection to observe strictly the speed limit where there is any passing traffic and to use reasonable discretion in the open country.

Ordinarily the car to your right has the right of way. Motorists are expected, however, to use this right of way privilege with discretion and care.

The Ontario law requires headlights to be equipped with non-glare lens; pivot search lights are illegal; spot lights may be used, provided they are fixed to the left hand side of the car and the ray of light directed to the extreme right of the driving portion of the road and not farther ahead than seventy-five feet.

When overtaking a car, sound horn and pass on the LEFT. When meeting a car keep to the RIGHT.

Use of cut-outs is illegal.

When stopping or turning signify such intention by holding out your hand.

Canadian Climate

THE climate of Canada is little understood by the average tourist from the United States. The impression prevalent is one of ice and snow and cold. This is wrong. The climate, except in the far north, is just about the same as your own. We grow all kinds of grain, vegetables, fruits, bulbs, flowers and tobacco in Canada that are grown in the United States north of the Southern States.

The mean average temperature for Ontario for the past six winters was 30.3 degrees F. Compare this with your nearest home city and you will find that the great lakes temper Canadian climate: Detroit 65, Windsor 70, Toledo 71, Indianapolis 74, Cincinnati 76, St. Louis 78, Nashville 78, Memphis 80, Mobile 81, Pensacola 81, Miami 82, New Orleans 82.

Facts About Ontario

ONTARIO is the largest, most progressive, most wealthy, most productive and most highly developed province in Canada. Its area is 407,262 square miles. This is seven times as large as Michigan, almost exactly ten times as large as Ohio, nearly eight times as large as the State of Illinois and nine times the area of the State of Pennsylvania. It is three times as large as the whole of the British Isles, is twice as large as France and one and one-half times as large as the State of Texas.

Ontario's dairy industry last year produced over \$25,000,000 and the value of farm lands, buildings, improvements and live stock is estimated at nearly \$2,000,000,000.

Ontario produces nearly \$60,000,000 of pulp and paper annually, and it is estimated that there are still nearly 300,000,000 cords of pulp wood uncut.

Ontario grows 75 per cent. of Canada's fruit and in 1921 produced 890,000 barrels of apples. The field crops in 1922 were valued at \$223,000,000 and the value of all products of the farm average \$400,000,000 per year.

ONTARIO FARM PRODUCTS

Tourists desiring to purchase farm properties will find locations in Ontario unsurpassed for beauty of scenery, productiveness of soil, convenience to markets and good roads, and value for money invested.

Visitors interested in the purchase of farm products will find in Ontario dairy products, fruit, vegetables, purebred stock, and other farm products of highest quality at reasonable prices.

For further information apply Hon. John S. Martin, Minister of Agriculture, Parliament Buildings, Toronto.

You are cordially invited to communicate with Secretary Chamber of Commerce, A. C. McCallum, St. Thomas, Ontario for information, reference routes, roads, restaurants, hotels, maps, etc., etc.

Open Season for Fishing and Hunting

OPEN SEASON FOR FISHING

Bass—Thunder Bay District and west, July 1 to November 30, inclusive, Lake Erie, west to Point Pelee, July 16 to May 23 next, inclusive. Other waters July 1st to November 30, inclusive.

Maskinonge—July 1st to November 30, inclusive.

Speckled Trout—May 1 to September 14, inclusive.

Rainbow and Pacific Trout—June 2nd to September 14, inclusive.

Salmon Trout—No close season.

Pickeral—Great Lake, Georgian Bay, North Channel, no close season. Other waters south of French and Mattawa Rivers, May 1 to March 31 next, inclusive, North of French and Mattawa Rivers, May 16 to April 14 next, inclusive.

LIMITS

Large and Small-Mouthed Black Bass—8 per day, not less than 10 inches.

Maskinonge—4 per day. Pickeral—12 per day.

Salmon Trout—5 per day. Rainbow Trout—5 per day.

Other Pacific Trout—6 per day.

Speckled and Brown Trout—10 pounds in weight, 20 in number per day. Not less than 7 inches each.

Duck—25 per day. 200 per season.

OPEN SEASON FOR HUNTING

Moose, Caribou, and Deer—South of the French and Mattawa Rivers. From the 1st of November to the 30th day of November, both days inclusive.

Moose, Caribou, and Deer—North and west of the French and Mattawa Rivers. From the 10th day of October to the 30th day of November, both days inclusive.

Partridge—No open season.

Duck—From the 1st day of September to the 15th day of December, both days inclusive.

Wild Geese—1st day of September to 15th day of December, both days inclusive.

LICENSES

Residents of the province to hunt deer, fee \$4.00. Residents of the province to hunt moose, reindeer or caribou, fee, \$6.00. Non-residents to hunt, fee \$41.00. A shipping coupon is attached to every license authorizing shipment of deer (see under exportation). License must be carried on the person when hunting and produced when called upon to do by the superintendent or an inspector, warden or overseer.

Discover Ontario

The Lakeland Playground of the North

MANY more thousands are every year discovering for themselves and then telling their friends of the many unique and varied attractions to be found in

Ontario, Canada's Premier Province

With uncounted lakes and rivers

Unspoiled forest and wilderness

Rolling hills and cooling breezes

A land of glorious "out-of-doors"

Motorists are cordially invited to enjoy their next vacation in Ontario. Come once and you will come again.

Our highways and byways are unsurpassed for motor travel

69,648 miles in all

35,692 miles improved gravel

5,934 miles paved

60 per cent. of all roads are surfaced

Write us for further information, road bulletins, touring booklets, etc. These will be mailed gladly.

Ontario Department of Public Highways

Parliament Buildings, Toronto

CANADIAN MONEY

The money system in Canada is exactly the same as that in the United States, i.e., the decimal system. United States money passes at par any place in Canada. The tourist may exchange his United States money for Canadian money at any bank in Canada.

GASOLINE, OIL AND SERVICE

Tourists over the Lake Erie North Shore Trail will find Canadian gasoline and oils superior in quality. The route is dotted with service stations that are always handy and that carry, or can get for you promptly, supplies, tires, parts, etc., for almost any make of car. Liquid measure in Canada is 20 per cent. greater than in the United States, i.e., the Imperial gallon is 20 per cent. larger than the United States wine gallon.

SOUTHERN ONTARIO HIGHWAY ASSOCIATION

Headquarters: Grand Central Hotel, St. Thomas

THE Southern Ontario Highway Association is an organization of representatives of the towns and cities along the Lake Erie North Shore Trail, whose common desire it is that all tourists using that route shall find their every comfort and convenience anticipated in so satisfactory a manner that they will be glad to suggest this route to their friends when planning holiday or business trips. To this end the representatives here listed will be glad to be of service in their respective localities, and tourists may feel free to apply to any of them for reliable information regarding side trips, tourists' camps, fishing grounds, and general information.

The headquarters of the association are located in the Grand Central Hotel, St. Thomas, and the secretary will welcome the inquiries of all tourists.

The list of representatives along the route is as follows:

BLenheim—C. W. McPherson, President.

AYLMER—J. P. Coyle, Vice-President.

CAYUGA—R. S. Coulter.

DUNNVILLE—J. E. Yocom.

ESSEX—Mayor Smith.

JARVIS—Coyne Allan.

KINGSVILLE—W. Webb.

LEAMINGTON—J. F. Mutrie.

MORPETH—T. J. Hedley.

PT. DOVER—C. W. Barwell, (J. G. Patterson will receive all letters regarding S. O. H. A.)

PT. COLBORNE—D. H. McCracken.

SIMCOE—Mayor Burt.

ST. THOMAS—J. T. Webster, Vice-President; A. C. McCallum, Sec'y-Treas. Ald. P. Meehan.

TILLSONBURG—C. H. Denton.

HOTELS AND RESTAURANTS

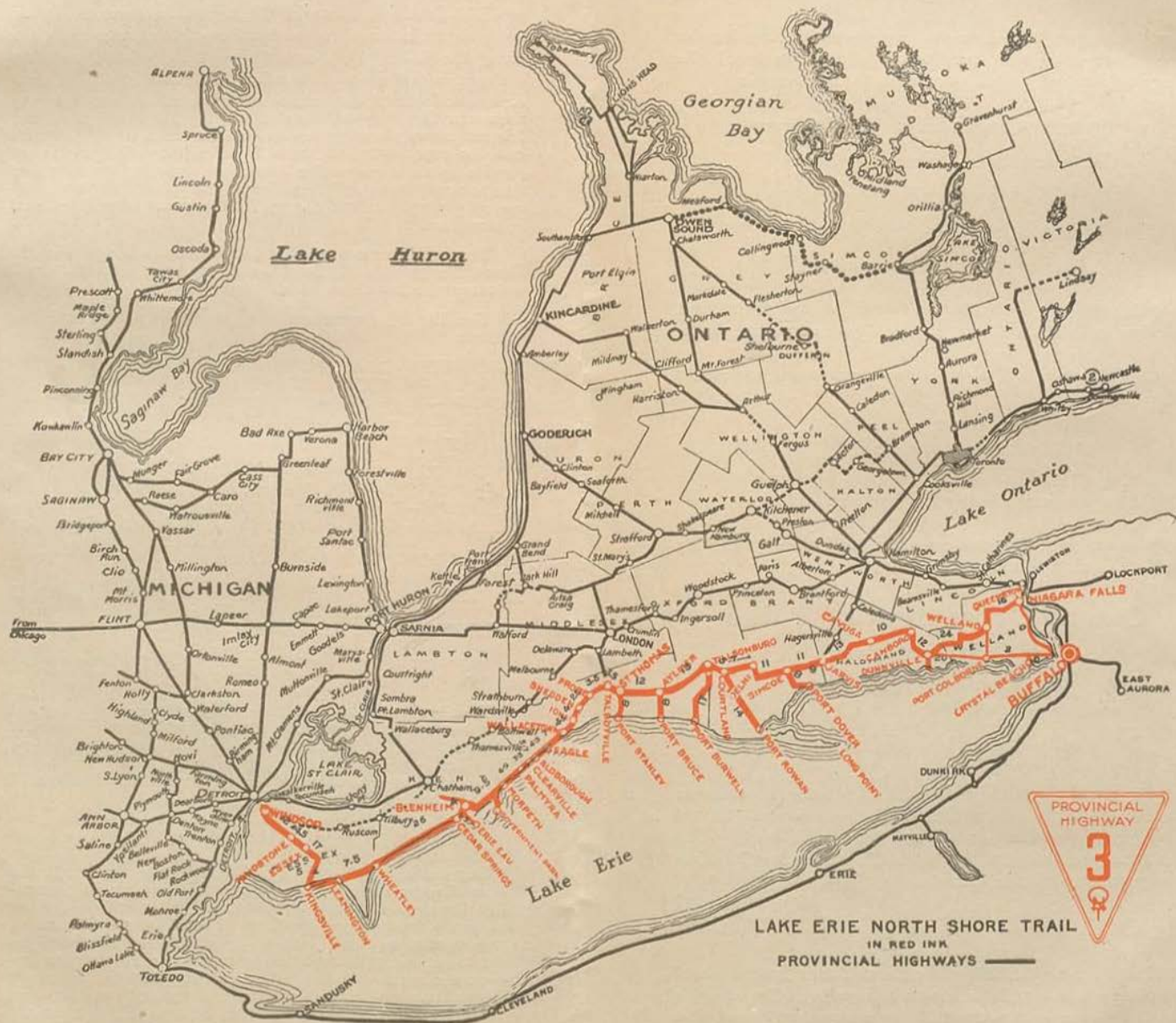
Tourists throughout Ontario may rest assured of good accommodation throughout Ontario along the main arteries of traffic. This is especially true of the Lake Erie North Shore Trail—good, clean, moderate priced hotels are available over the entire route. Many of these hotels are located on the shore of Lake Erie.

CANADIAN GOVERNMENT

Canada is a self-governing country, a part of the British Empire and enjoys a responsible government, essentially democratic. The Dominion Government is divided among the following: The King, as head of the Executive, is represented by the Governor-General. The powers of the latter to veto legislation are never exercised. Actual executive power rests with the prime minister and the members of his cabinet, and continues only so long as they command a majority following in the House of Commons. The members of the Cabinet are invariably members of that body also. If the House of Commons turns against the government, resignations are in order, and the leader of the strongest party becomes premier, forms a government and a general election is usually called to get the feeling of the people.

Judges in Canada are appointed for life.

Lake Erie North Shore Trail-- Canadian Link of Roosevelt Highway



Niagara Falls and Windsor— East and West Gateways to Playgrounds of America.

Tourists are invited to make use of Information Bureaus and Tourists' Camps along the Lake Erie North Shore Trail